

# URBAN DESIGN VISIONS FOR MILPITAS

## California Circle and Main at Serra

### Chapter 5

## Final Proposals

## Main at Serra

**Team 4:** Granger / Merino / Caruso / Van Leeuwen

**Team 5:** Alcantra / Bedekovic / Kim / Tran

**Team 6:** Marston/ Oreizi / Paul / Wood

**Team 7:** Ammari / Carlucci / Kramer / Osterhus

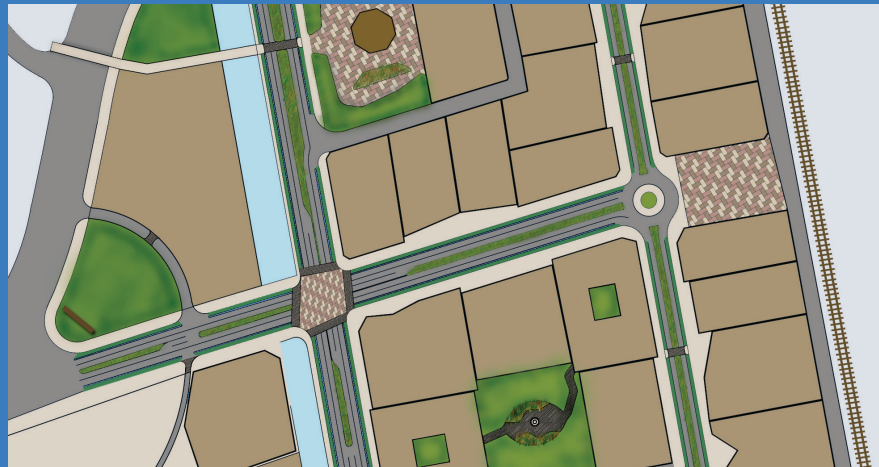


Page intentionally left blank





# The Main Connection



## Team 4

Elizabeth Granger  
Emilio Merino  
Claire Caruso  
Kyle Van Leeuwen



Page intentionally left blank



## Vision Statement

*The Main Connection* celebrates the history of Milpitas, as well as its development into a culturally rich city. Some of its attractions include *The Main Street Circle*, the International Theater and Plaza, and the Cultural History Museum. *The Main Connection* emphasizes pedestrian connections and mixed-use features to create a cohesive downtown area for the City of Milpitas.

### The Main Connection as a Gateway to Milpitas

*The Main Connection* is located in the historic Midtown District of Milpitas, where it is bordered by the highly trafficked Calaveras Boulevard and intersected by Abel and Main Street. The site's location makes it an ideal space for declaring the city's presence and culture. Physical gateways are located at the west entrance of Serra Way off of Calaveras Boulevard as well as to the north and south of Main Street. The architectural features of the Cultural History Museum and Pedestrian Plaza, (surrounded by the International Movie Theater and Residential Hotel), mark the west entrance. A distinctive open green plaza – designated for uses such as outdoor markets and food trucks – marks the northern gateway. To the southern entrance, and throughout *The Main Connection*, is a distinct pattern of dense mixed-use buildings, wide pedestrian paths, and planted medians.

### Mixed Use Attractions & Pedestrian Connections in Milpitas

*The Main Connection* utilizes dense, mixed-use spaces to add a robust and unique asset to Milpitas. *The Main Connection* boasts a variety of uses including nearly 1,000 residential units;

a residential hotel, retail and office space, and social gathering spaces – both indoor and outdoor. To facilitate efficient use of the mixed-use development, the site plan includes wide pedestrian walkways, frequent road crossings, bike paths, and outdoor gathering areas.

*The Main Connection* also proposes a Pedestrian Greenway across the railway to connect the Midtown Area to the Civic Center, as well as to connect East and West Milpitas. In the initial studies of the site, it was discovered that there are no convenient and safe pedestrian crossings over the railway, which splits the city in two. A Pedestrian Greenway would not only increase the safety and circulation of Milpitas, but also serve as a unique landmark in the center of the city.

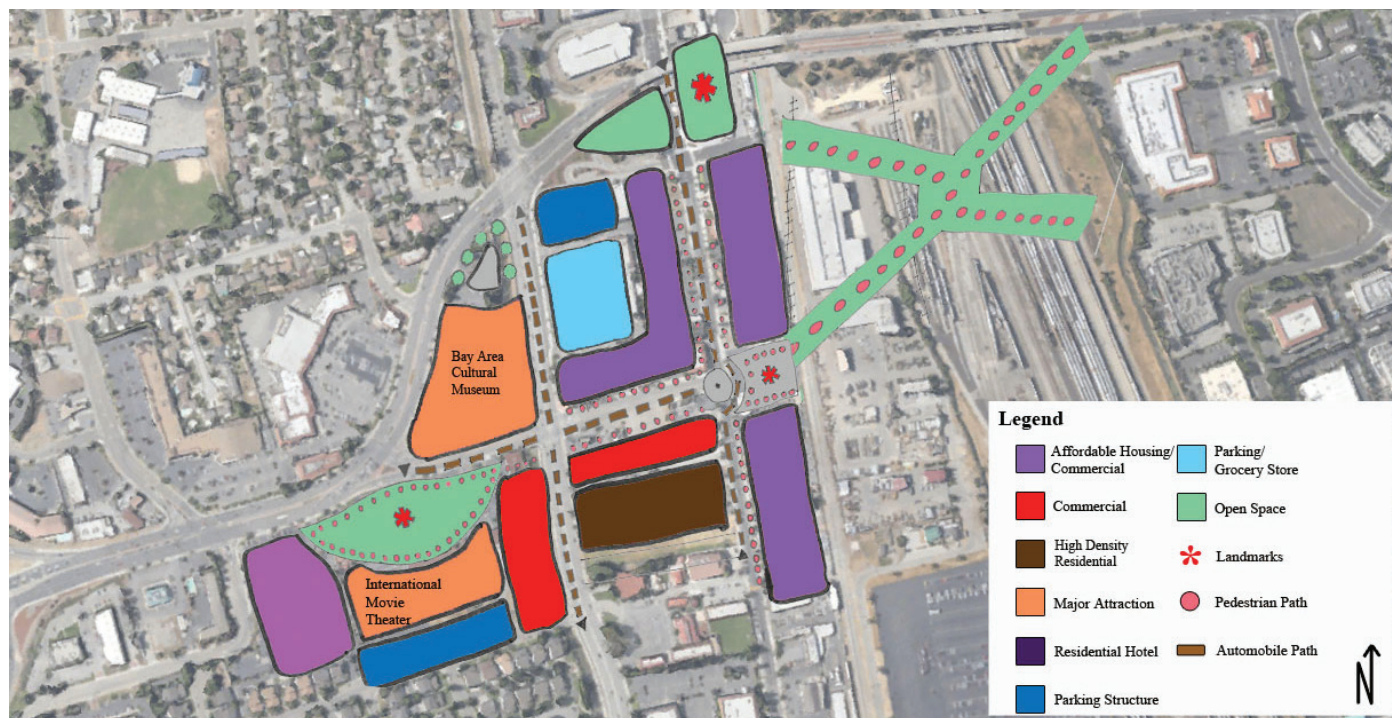
### The Main Connection as a Celebration History

*The Main Street Circle* is located at the geographic beginning of Milpitas. To celebrate this historic location, we made it the focal point of *The Main Connection's* design, marking it with a traffic circle, plaza, and mural. The artwork in this location should emphasize its historic significance. Radiating out of the *Main Street Circle* are large pedestrian walkways and bike paths bordered by restaurants and retail attractions that will represent the diverse demographics of Milpitas.

### The Main Connection as a Celebration of Culture

At the opposite end of Serra Way, *The Main Connection* will feature the wonderful diversity of Milpitas with a Cultural History Museum and International Movie Theater. These attractions will be architecturally striking and serve as landmarks throughout the North Bay. They will be highly visible from the surrounding thoroughfares, adjacent to outdoor gathering areas, and encircled by commercial, office, and residential uses.

The unique focus of *The Main Connection* as an expression of the history and culture of Milpitas makes it attractive to both resident and visitors. By introducing this appealing mixed-use development, Milpitas would create a welcoming environment for people throughout the North Bay.



Concept Diagram



# The Main Connection / Illustrative Site Plan



**Legend**

- 1: Hotel / Residential Hotel
- 2: International Movie Theatre Complex
- 3: Market
- 4: Offices over commercial
- 5: Apartments over commercial
- 6: Residential towers
- 7: Cultural Museum
- 8: Cultural Plaza
- 9: Residential Park
- 10: Abel Street Plaza
- 11: Pedestrian Greenway
- 12: Single-family homes
- 13: Security facility
- 14: Multi-use public space
- 15: Main Street Circle



# Development Table

Number of buildings/development element correspond to Illustrative Site Plan in the previous page

| #  | Name/Use                    | Square Footage | Stories | Parking Spaces                        | Use                  |
|----|-----------------------------|----------------|---------|---------------------------------------|----------------------|
| 1  | Hotel/Residential Hotel     | 421,328        | 4       | 1,251                                 | Commercial           |
| 2  | International Movie Theatre | 233,340        | 2       | 840                                   | Commercial           |
| 3  | Market                      | 66,372         | 1       | 239                                   | Commercial           |
| 4  | Office over Commercial      | 757,366        | 2       | 2,726                                 | Mixed Use            |
| 5  | Apartments over Commercial  | 352,584        | 2       | 1,410 (residential)<br>1,458 (retail) | Mixed Use            |
| 6  | Residential Towers          | 273,636        | 4       | 1,260                                 | Residential          |
| 7  | Cultural Museum             |                |         | 149                                   | Parks and Open Space |
| 8  | Cultural Plaza              | 66,369         | -       | 12                                    | Parks and Open Space |
| 9  | Residential Park            | 41,685         | -       | 100                                   | Parks and Open Space |
| 10 | Abel Street Plaza           | 66,369         | -       |                                       | Parks and Open Space |
| 11 | Pedestrian Greenway         | 65,607         | -       |                                       | Parks and Open Space |
| 12 | Single Family Homes         | 51,408         | 2       |                                       | Residential          |
| 13 | Security Facility           | 33,715         | 1       |                                       | Public Facility      |
| 14 | Multi-Use Public Space      | 63,577         | -       |                                       | Parks and Open Space |
| 15 | Main Street Circle          | 25,059         | -       |                                       | Parks and Open Space |

# The Main Connection / Land Uses



Re-establishing the urban downtown environment, The Main Connection holds a wide variety of uses within its boundaries.

The anchor of the site is the large amount of commercial space, which allows for the city to establish a strong tax base. The commercial spaces range from large to small, allowing for small local businesses to take advantage of this prime location. Some of the larger commercial spaces include the International Movie Theatre, the Residential Hotel and the Cultural History Museum. Much of the commercial space along Main Street and Serra Way will hold office space above it, to accommodate for the area's growing technology industry.

The site holds a small portion of single family residential housing which will be incorporated into an already existing neighborhood.

High density residential is also an important aspect of The Main Connection. This component will further add to the urban feel and will create a walkable and lively pedestrian environment in the central core of Milpitas,

Finally, open space lies to the north of the site, which will act as a gateway and gathering spot for visitors. A pedestrian greenway will connect The Main Connection with the Civic Center which lies just across the train tracks.



## The Main Connection / Phasing

### Phase 1A



The landmark square in the center of town will establish a character for *Main Street Circle* area. Two empty lots will be improved to assist building development and circulation in phase 1B as well.

### Phase 1B



Street improvements and the creation of the central traffic circle will expand the downtown feel from the street level. The majority of the lots that developed in this phase are currently abandoned or under-used.

### Phase 2



This phase will be the redevelopment of the Serra Center and immediate area. This phase will complete the redesign of Serra Way, creating a visual corridor from Calaveras Blvd. to the new city center.

### Phase 3



This phase includes the development of parcels along The east side of main street, near the city center, as well as the green area beneath the Calaveras Overpass. The goal will be to connect the library area to the rest of Main St.

### Phase 4

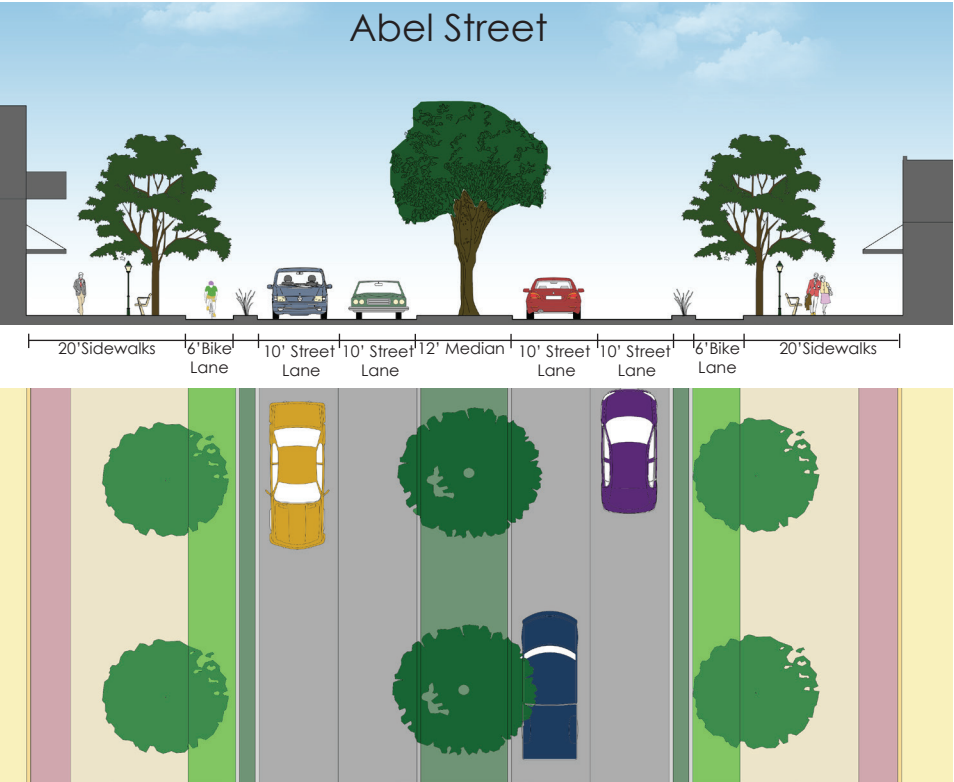


This phase will complete the development of buildings along Serra Way and Main Street. The creation of the large civic events center between Abel Street, Calaveras Blvd. and Serra Way is also completed with parking and other amenities in place. These amenities will include the large parking structure and pedestrian paths to the center. This phase will also connect the east and west sides of the city with the construction of the pedestrian greenway over the rail yard.

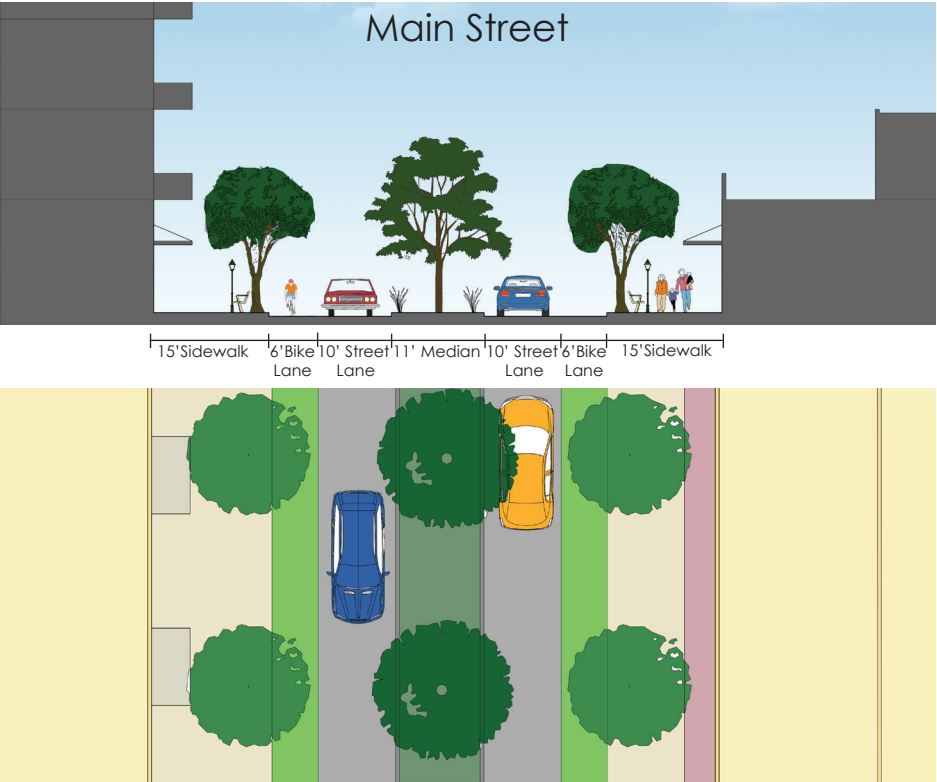


# The Main Connection / Circulation

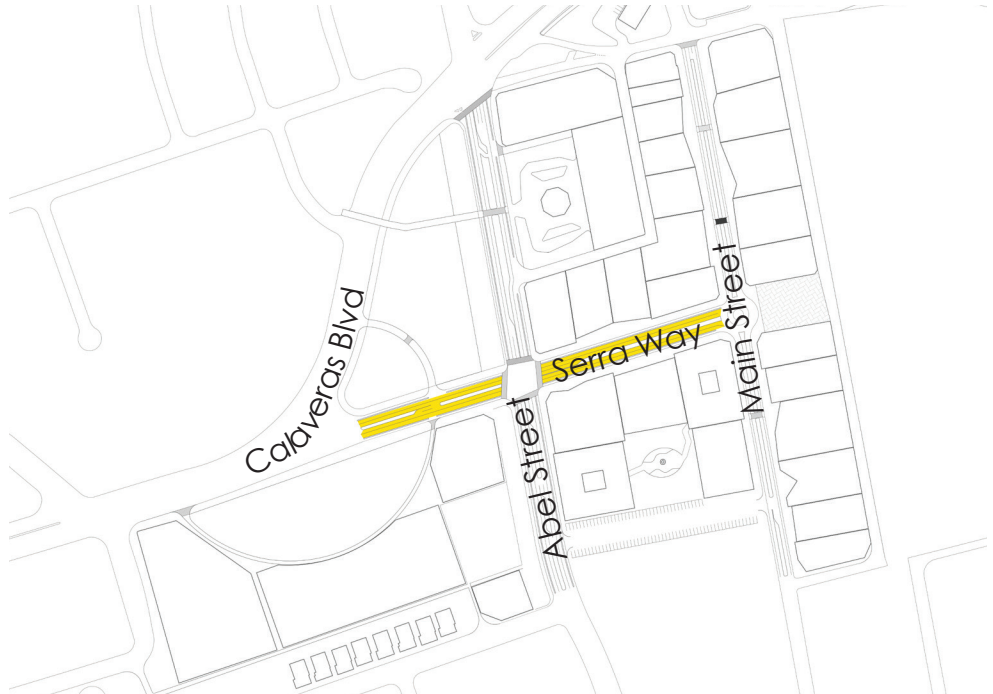
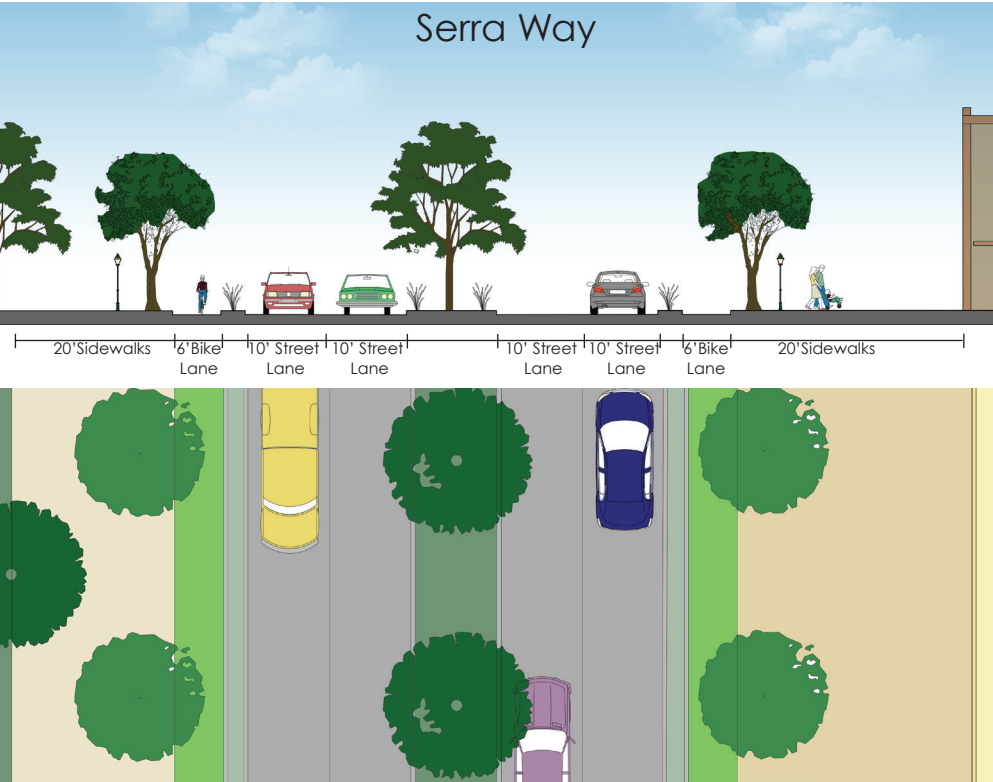
Street Type 1  
Abel Street



Street Type 2  
Main Street



Street Type 3  
Serra Way





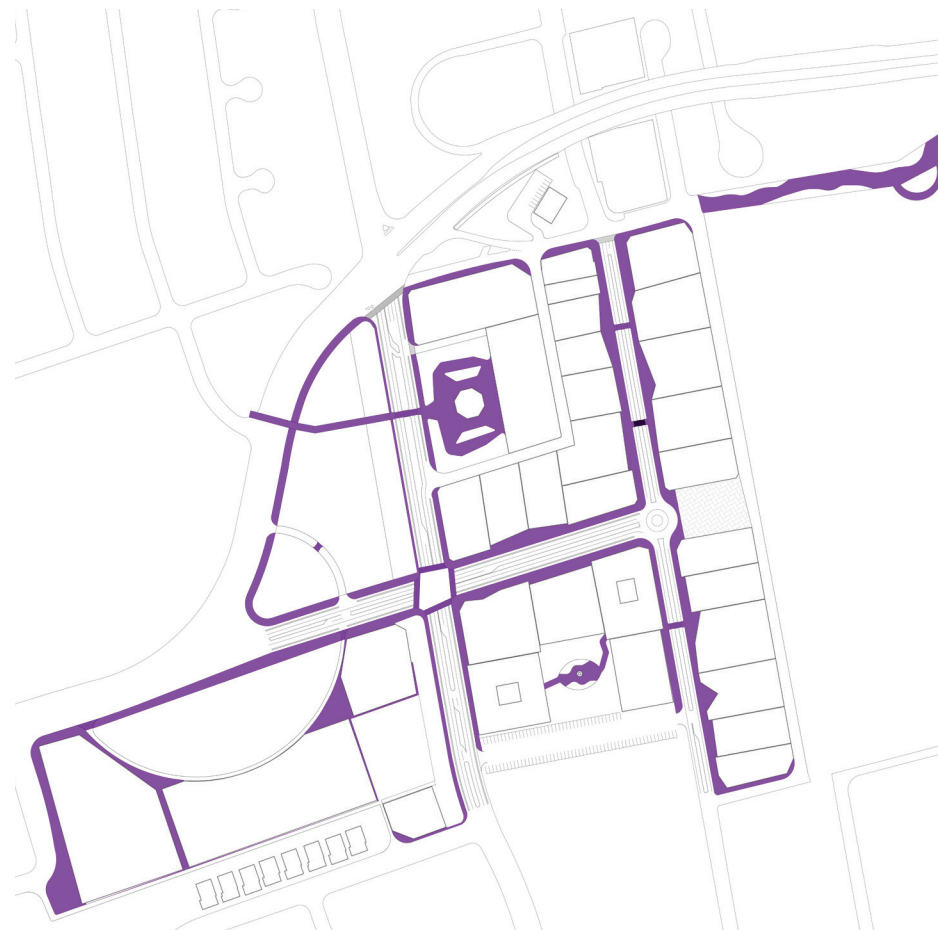
## The Main Connection / Circulation

### Bike Lanes



All bike lanes within the Main Connection site have highlighted pavement to stand out among drivers and cyclists. The bike lanes on Serra Way and Abel Street are Class I bike lanes, separated from car traffic by a concrete buffer.

### Pedestrian Walkways



Pedestrian walkways dominate The Main Connection with access to many plazas, such as the Abel Street Plaza and the Cultural Plaza. The more prominent pedestrian walkway is the greenway that connects East and West Milpitas.

### Access Roads



The access roads that run through the main connection provide entrances for both delivery trucks and visitors. The semi-circular access road that runs in front of the theatre will be a drop-off area for theatre patrons and guests staying at the hotel. The circular access road also continues in front of the cultural museum. Two access roads run through the site—one behind theatre and one that provides access to the grocery store.



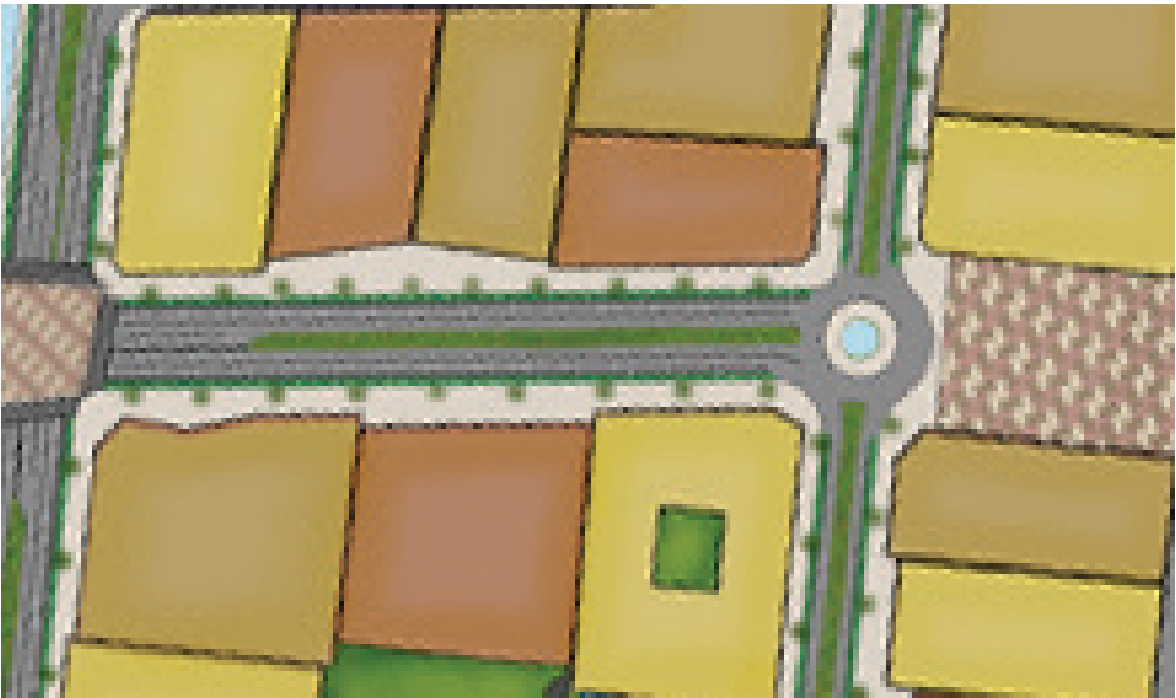
# The Main Connection / Renderings

The emphasis of The Main Connection lies at the intersection of Main Street and Serra Way. This geographically marks the historical beginning of Milpitas, and this is recognized by the Main Street Circle. Main Street Circle is one of the central gathering spots on the site and will celebrate the city's history with a large mural. This plaza space will allow for numerous events such as Farmer's Markets, concerts and art shows.

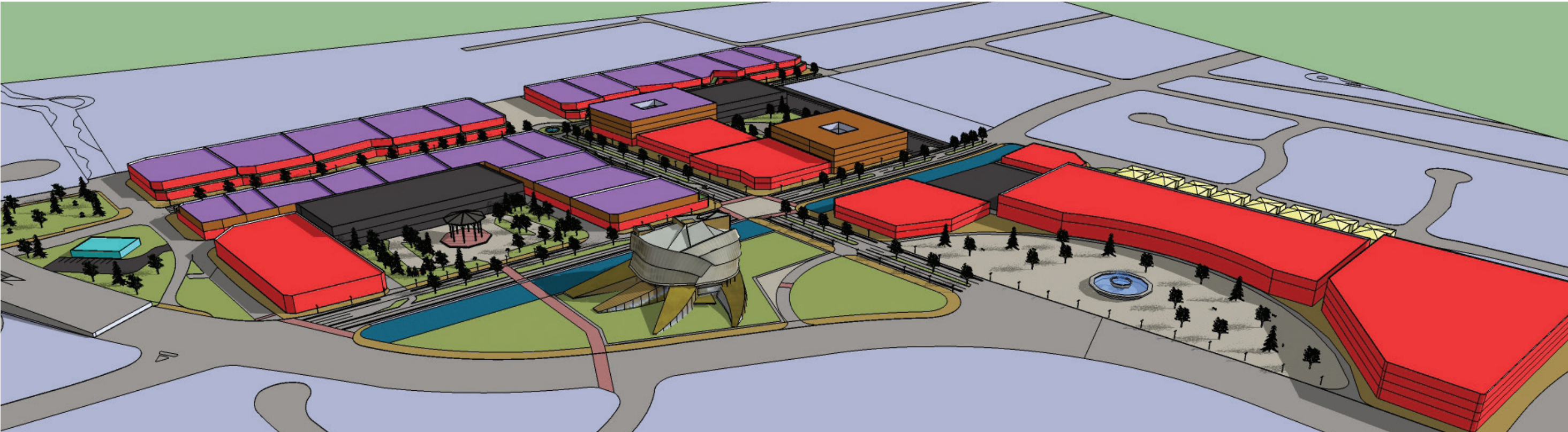
At this intersection also lies a traffic circle, which will slow down cars as they pass through this area, creating a safe environment for pedestrians and cyclists.

This stretch of Serra between Main Street and Abel Street will consist of retail on the bottom floor, with office residential units on the north end and a high density residential tower on the south corner. This tower will act as a visual gateway to auto and pedestrian traffic, making The Main Connection one of the larger attractions in Milpitas.

A plan view of the Main Street Circle.



A bird's eye view of The Main connection, with land uses highlighted.





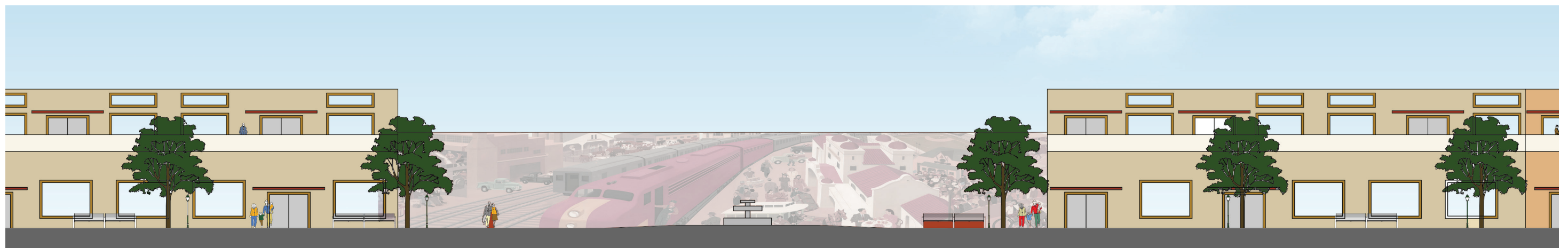
## The Main Connection / Renderings



*A view from Main Street along Serra Way towards Calaveras Boulevard and the Cultural History Museum on the background (right).*

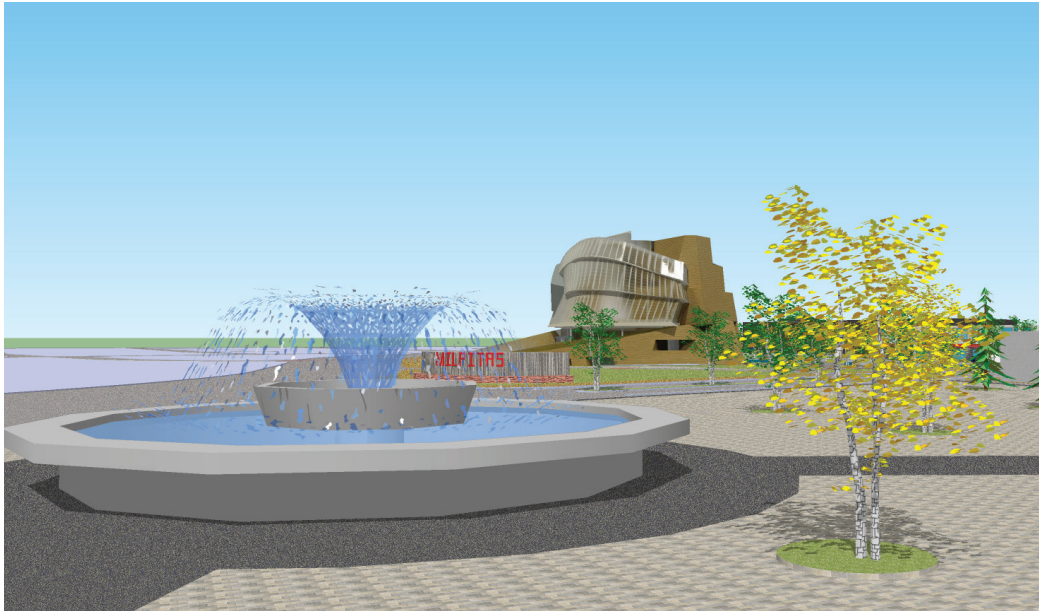


*A view of the high density residential building at the end of Serra Way. The residential courtyards (on a platform above retail) will provide common recreational space for the residents.*



*An elevation section illustrating the East portion of Main Street, in front of the Circle. The terminus of Serra Way will feature a large mural at the railway wall, representing the history of Milpitas. This plaza will celebrate the history of the city and act as a gathering place for visitors. Office uses over retail will generate a lively urban environment.*





A view from the Cultural Plaza looking at towards the Cultural History Museum.



Retail and office line Serra Way with pedestrian amenities. Buffered bike lanes will run along both sides of the street enhancing the safety of cyclists.



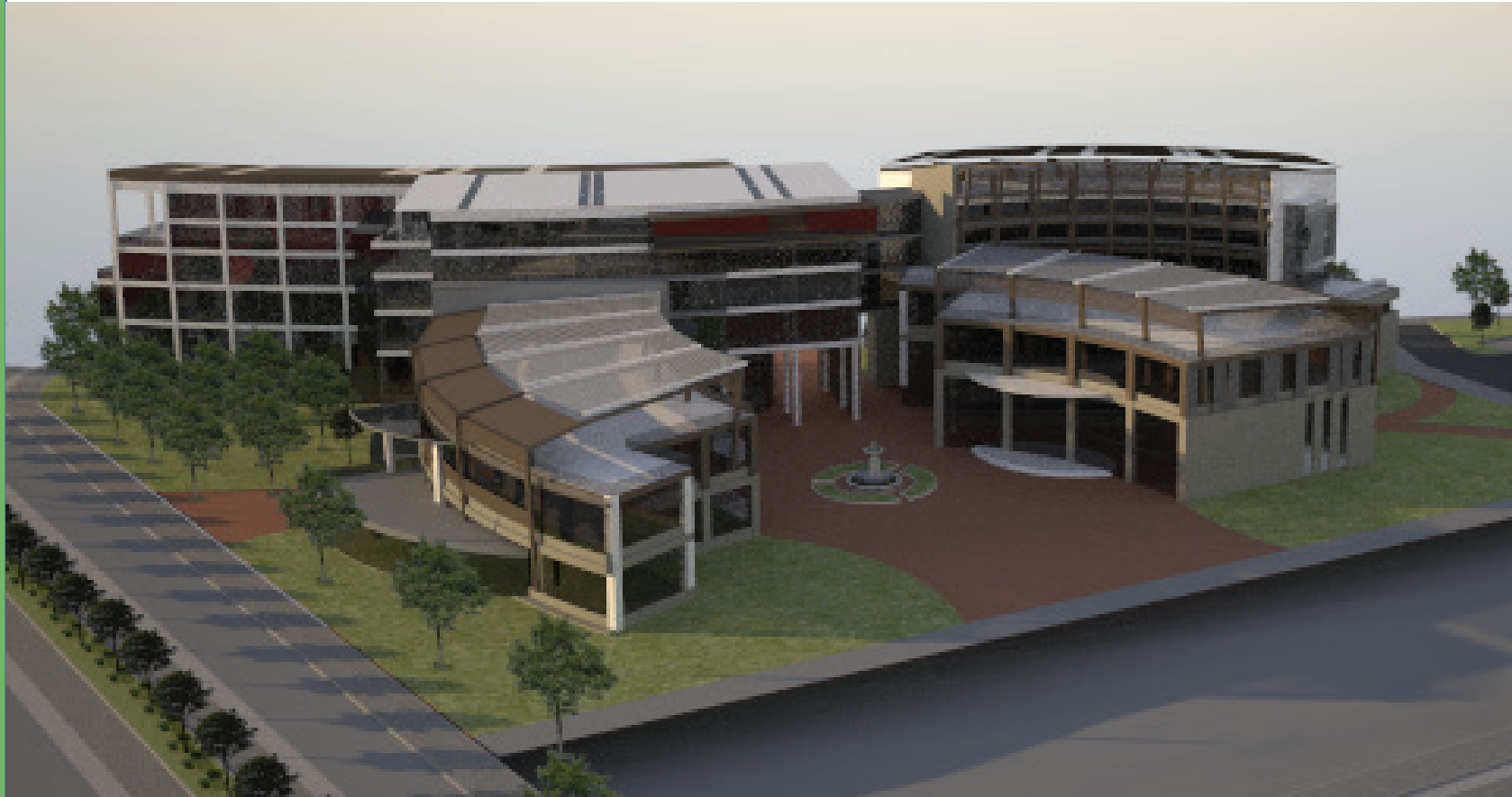
Looking down Serra way towards Main Street Circle.



A look into the Main Street Circle , which is a celebration of the culture and history of the city.



# The Core Downtown Milpitas



## Team 5

Kevin Alcantra  
Chris Bedekovic  
Jane Kim  
Diane Tran

Page intentionally left blank



## Project Description

The Core is a mixed use, LEED certified neighborhood development located in the downtown area of Milpitas. The project will give Milpitas a sense of identity and community by creating a walkable, pedestrian oriented environment that is both aesthetically and practically pleasing. To create our vision for downtown Milpitas, the design team has identified key elements that Milpitas may benefit from.



*Trees and benches line the pedestrian street to make it more inviting.  
Example of walkable downtown feel.*



### A Grid System

Currently, downtown Milpitas has very large blocks and parking lots that are not conducive to a walkable environment. There is also a lack of traffic calming measures to control the high population of commuters that travel through the site, and prevents the area from truly feeling like a downtown. A grid system is incorporated into the project to slow down traffic and create a downtown that is more human scaled. The infrastructure will receive a complete revitalization, as well as several new streets, to create a permeable street network for all forms of transportation.

During the field research, the team noticed a lack of cycling presence, so the team addressed the concern with bike lanes on either side of every street. The new designs of Main Street and Serra Way will have street parking, small setbacks, and street trees lining the streets to create a charming downtown atmosphere.

Milpitas is heavily auto-oriented, and alternative forms of transportation should be available to help deviate from this tendency. Public transit options will be available in close proximity to the site, about ¼ mile away from a nearby transit stop, which will connect to the Milpitas BART station and the rest of Milpitas. Bus stops are located near residential and office areas of the site to promote public transit to and from work. A trolley travels throughout the project will also be available to the public and the senior community living nearby.

*Art Distric Plaza*



### Convention Center and Hotel

Downtown Milpitas has many under utilized lots and brownfield. A proposal for a new convention center will allow individuals and groups in the community to promote and share common interests, such as music and theatre, as well as have hotel accommodations ideal for interstate or international conferences. Milpitas is unique for having a large population of Indian moviegoers, so the team included an iconic movie theatre with a large public plaza in the center of the downtown.

### Art District

Being in the heart of the technological Silicon Valley, a new residential hotel will target individuals whose work causes them to be in the area for months at a time. To accommodate to housing demand, the project will offer a variety of housing options, like live work and affordable housing. These residential areas will be in close proximity to on-site amenities and will promote a walkable, pedestrian environment.

Finally, an art district will be provided to allow the citizens of the community of Milpitas to express their creativity in an engaging and interactive way, which is not currently available. The channelized creek is addressed through restoration projects and incorporating several parks and open spaces for the community. A mixture of uses including commercial, residential, and office spaces will create a lively atmosphere throughout the day and night. Three parking structures will be available to allow easy access to all of these new amenities.

*Restored creek in an urban setting creates a beautiful space for pedestrians.*





# The Core

## Illustrative Site Plan

### Legend of Specific Uses

- 1 The Gateway (Serra Way Boulevard)
- 2 Convention Center / Hotel
- 3 Art Center
- 4 Restored Creek & Abel Street
- 5 Residential Hotel
- 6 Main Street
- 7 Trolley Station
- 8 Movie Theater
- P Parking Structure
- Green Roofs







**The Core  
Land Use Map**



# The Core: Land Uses

The project provides a variety of land uses to develop a robust and lively atmosphere for the down-town area.

**Mixed Use**  
There is an assortment of commercial, residential, and office mixed-uses along Main Street. Mixed-use provides greater opportunities for the user rather than restricting the space to one specific use. There is great potential for economic revenue in commercial and residential estates as well as opportunities for local merchants and small businesses. Mixed-use provides more opportunities to accommodate to a broad range of users. The design team envisions Main Street to have a diversity of restaurants, bars, retail shops, and housing elements that establish a pleasant and memorable experience for the user.

**Commercial**  
The majority of commercial uses are located along the busy streets of West Calavares and Serra Way. The commercial uses along West Calavares are placed in context of the existing busy street West Calaveres. By applying commercial uses along West Calavares, it can spike the interest of the users to invite them into the site. There are also commercial uses along Serra Way providing an introduction into Main Street (our proposed downtown). The gateway into Main Street starts with larger scale commercial uses as the uses digress in size to a much more human scale.

**Open Space**  
Open space creates relief between the land uses and serves as a passive park for users. The open space located in the southern portion of our project site serves as a buffer between the existing single-family homes. The park would facilitate recreational uses such as basketball and tennis court, for both the residents of the single-family homes as well as the general public. The open space along the creek creates a relationship between the existing natural elements with the new built environment. The open space incorporated in the site provides the opportunity for refuge, reflection, and social activities for users.

**Parking**  
There are three prominent parking garages in the site. The parking garages would incorporate fee-in-lieu for the commercial uses within the site. There is additional parking along Serra Way and Main Street. The parking garages are placed in central locations where it is accessible from the two main entry points; West Calavares and at the intersection of Main Street and West Calaveres.

**Offices**  
There are office uses located at the northern section of the project site. With the understanding that Milpitas has a high volume of tech industry companies, there are office buildings incorporated to fulfill the tech industry demand.

**Art District**  
The Art District is an opportunity for local and new artists. Although, the use is titled “Art District” it does not only permit its use to artists. There would be a variety of human activities offered within the district as well as plentiful opportunities for the public to interact with each other such as art showings, wine and art festivals, and farmer’s market.

## Development Table

### Art District

| Types of Uses | Square Footage Footprint | Total Square Footage | Parking Available | Necessary Parking Spaces |
|---------------|--------------------------|----------------------|-------------------|--------------------------|
| Live/Work     | 55'501                   | 111'002              | 103               | 281                      |
| Commercial    | 7'346                    | 7'346                | 42                | 24                       |
| Total         |                          | 118'348              | 145               | 305                      |

### Mixed Use

| Types of Uses | Square Footage Footprint | Total Square Footage | Parking Available | Necessary Parking Spaces |
|---------------|--------------------------|----------------------|-------------------|--------------------------|
| Commercial    | 304'613                  | 348'617              | 658               | 1'558                    |
| Residential   |                          | 165'364              |                   |                          |
| Office        |                          | 52'629               |                   |                          |
| Total         |                          | 566'610              | 658               | 1'558                    |

### Offices

| Types of Uses | Square Footage Footprint | Total Square Footage | Parking Available | Necessary Parking Spaces |
|---------------|--------------------------|----------------------|-------------------|--------------------------|
| Office        | 41'109                   | 121'436              | 19                | 285                      |
| Total         |                          | 121'436              | 19                | 285                      |

### Commercial

| Types of Uses | Square Footage Footprint | Total Square Footage | Parking Available | Necessary Parking Spaces |
|---------------|--------------------------|----------------------|-------------------|--------------------------|
| Commercial    | 190'649                  | 197'405              | 262               | 743                      |
| Total         |                          | 197'405              | 262               | 743                      |

### Open space

| Types of Uses | Square Footage Footprint | Total Square Footage | Parking Available | Necessary Parking Spaces |
|---------------|--------------------------|----------------------|-------------------|--------------------------|
| Park          | 138'009                  | 138'009              |                   |                          |
| Total         |                          | 138'009              |                   |                          |

### Parking

| Types of Uses | Square Footage Footprint | Total Square Footage | Parking Available | Necessary Parking Spaces |
|---------------|--------------------------|----------------------|-------------------|--------------------------|
| Parking       | 94'061                   | 582'719              | 2'473             |                          |
| Commercial    | 15'315                   | 15'315               |                   | 61                       |
| Total         |                          | 598'034              | 2'473             | 61                       |

# The Core: Circulation

## Pedestrian and Bicycle Traffic

The Core's intention is to increase and maximize pedestrian permeability. Furniture and shade trees line the streets to make the area welcoming for pedestrians, especially on a warm day in Milpitas. Small setbacks and wide sidewalks permit the uses of outside dining experience and people watching. The accessible creek trail along the restored creek attracts residents working or living in the area as well as shoppers and visitors.

Bike lanes are marked on both sides of each street with accommodation of bike racks and storage throughout The Core to encourage cyclists of all types to the area.

## Public Transit

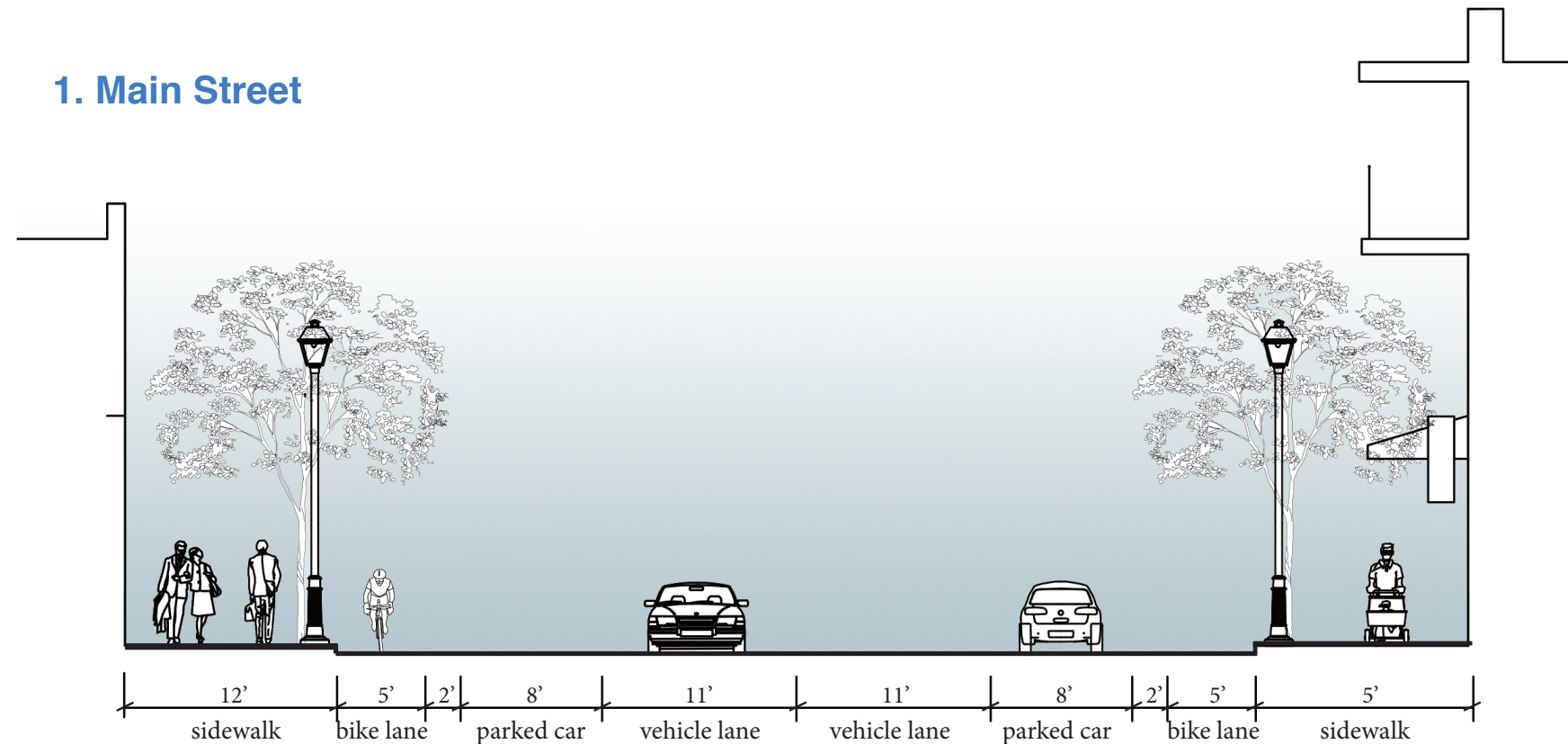
A downtown trolley will be available to help people navigate short distances within the site as well as show off many of the attractions and amenities that the project provides. Bus stops are strategically located near offices and residences to encourage people to use public transit to and from work.

The site also provides connections to Milpitas' BART station and VTA light rail.

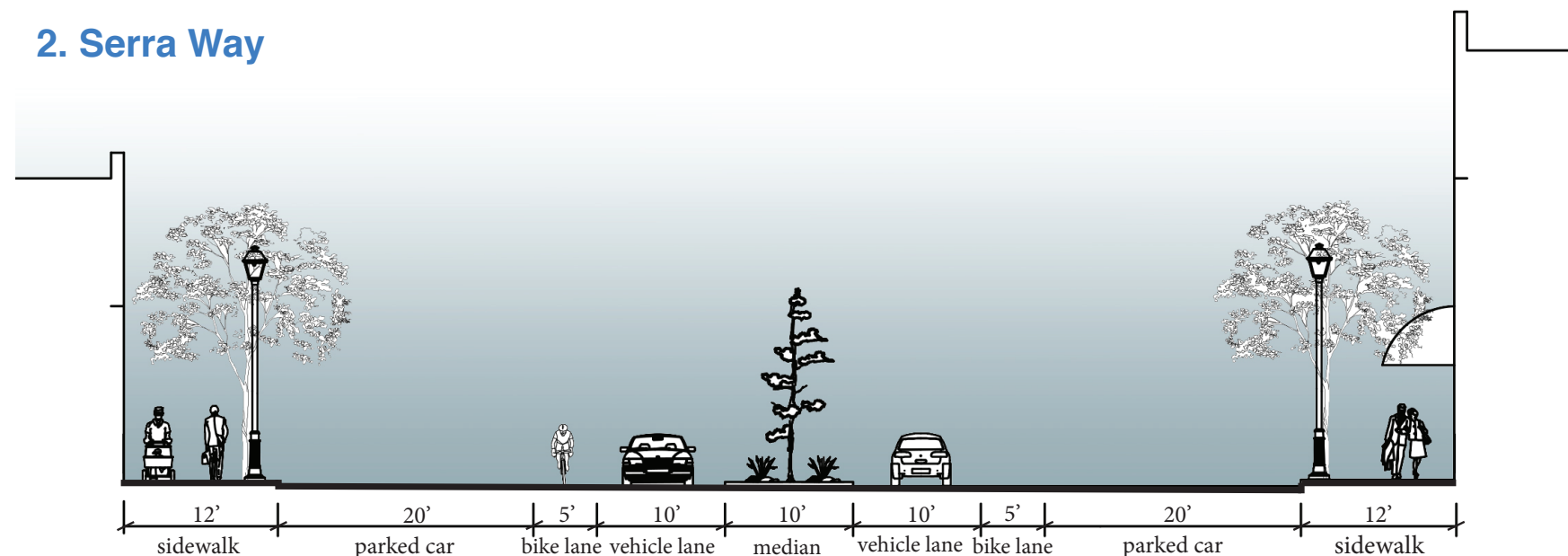
## Automobile Traffic

A grid system is added to break up large blocks in the existing site, to slow down automobile traffic, and to create a nice human scale. Three parking garages, along with street parkings on Main St. and Serra Way, allows for every corner of the site to be easily accessible.

## 1. Main Street



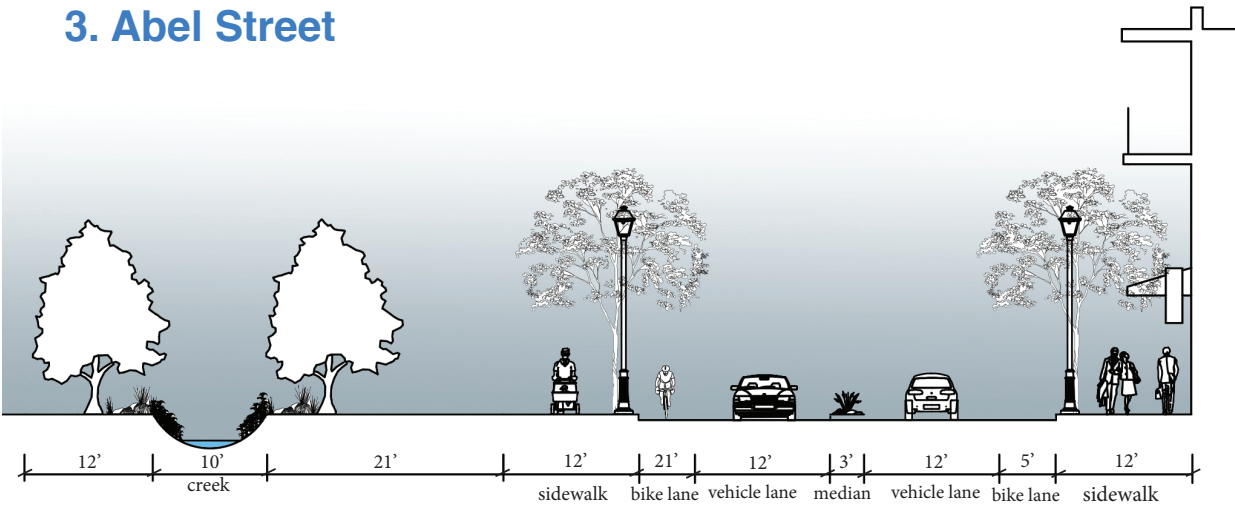
## 2. Serra Way



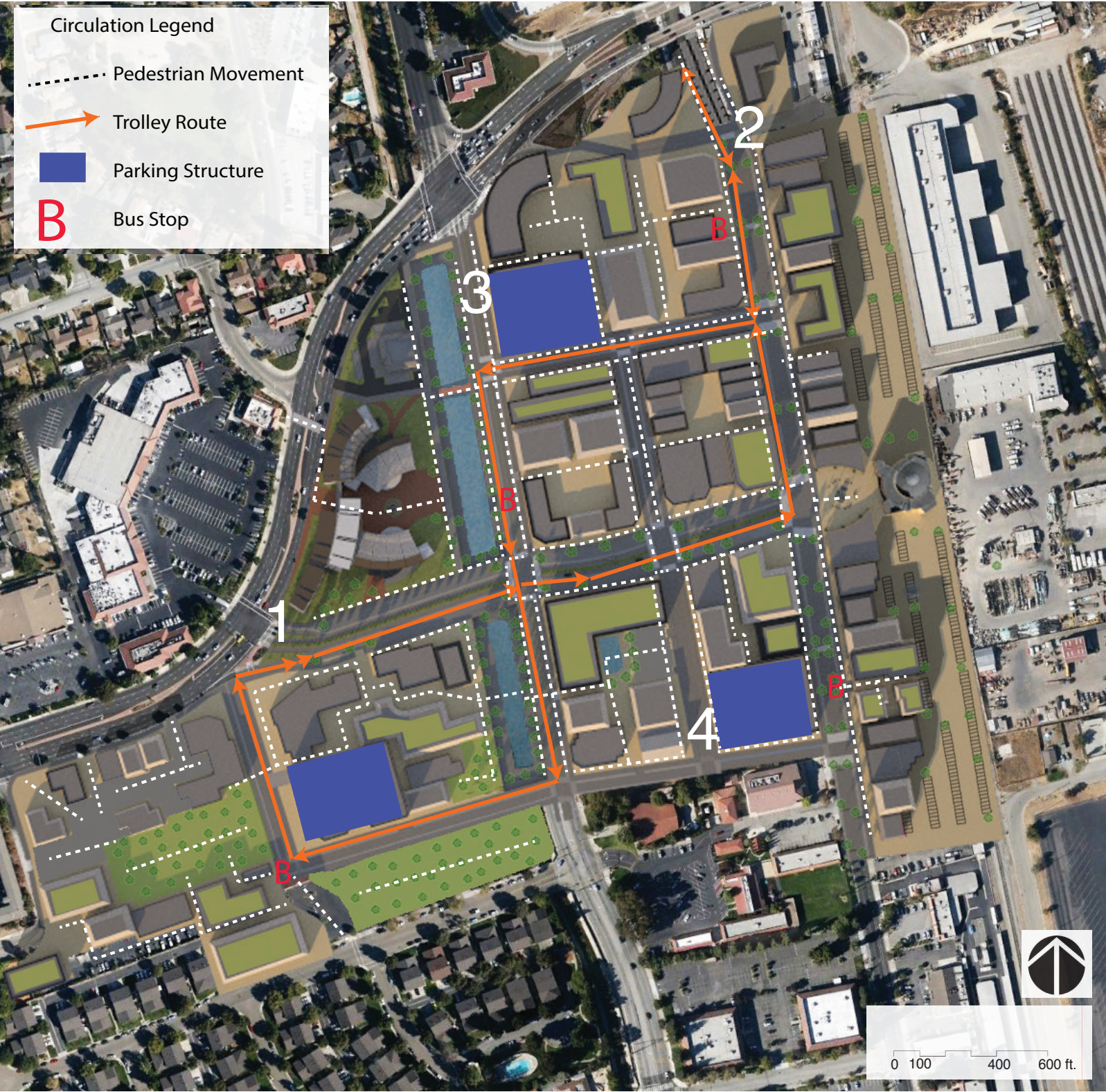
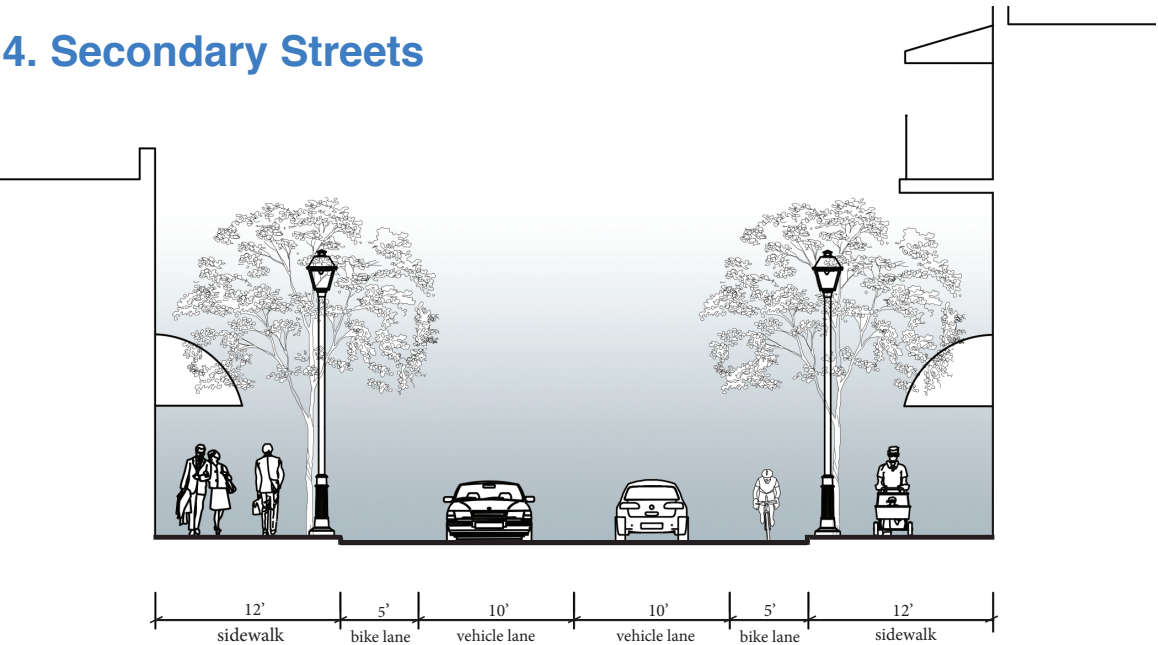


# The Core: Circulation Map

## 3. Abel Street



## 4. Secondary Streets

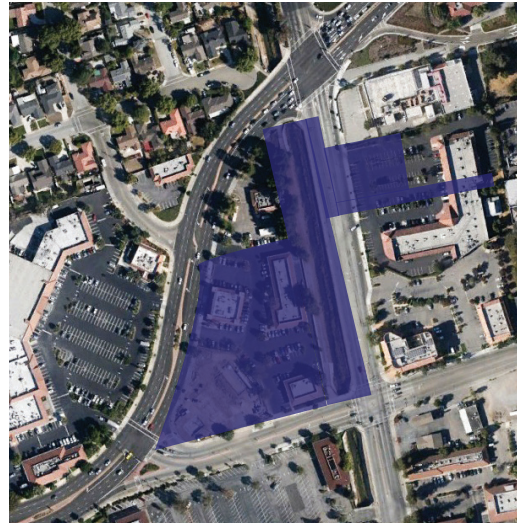




## The Core: Development Proposal in Five Phases







## Phase 1

### Convention Center and Hotel

The first phase involves a public-private partnership in effort to restore the channelized creek, a placement for the LEED-certified convention center attached to a LEED-certified high-end luxury hotel, and a parking structure for the surrounding area. Abel Street will become a two-lane street to increase the width of the sidewalk and bike lanes. The environmental-responsible street design adds to the downtown charm.



## Phase 2

### The Gateway

The second phase is a major development that creates a gateway, establishes Serra Way Boulevard with a complete street design, and inaugurates an identity for the Core. The second centrally located hotel accommodates both residential and commercial uses to increase onsite foot traffic and increase revenue for the area.



## Phase 3

### Main Street Revitalization

The third phase concentrates on the revitalization of Main Street, with an iconic movie theater anchoring the intersection of Serra Way and Main Street to cultivate development into the area. This phase will stimulate the majority of the downtown activity through mixed-use land use and economic revenue for Milpitas.



## Phase 4

### Catalytic Infill

The fourth phase is a catalytic infill result of the first three phases, which attracts offices, commercial-retail, and residential uses.



## Phase 5

### Art District and Community Park

Finally, the fifth phase concludes the project, finishes the creek restoration through public-private partnership, and an art district is form. The art district will provide live-work land uses for alternative and affordable housing for the community. Community parks and open spaces will contribute to the beautification of The Core, making the area attractable for an art district.





## The Core

A view from the Northwest of our site to show the different types of land uses the design team incorporated.



View of Movie Theater from Main Street.



Restored creek on Abel Street from Phase 1.





A view from the Southeast corner of our site to show the two main streets and two iconic features.



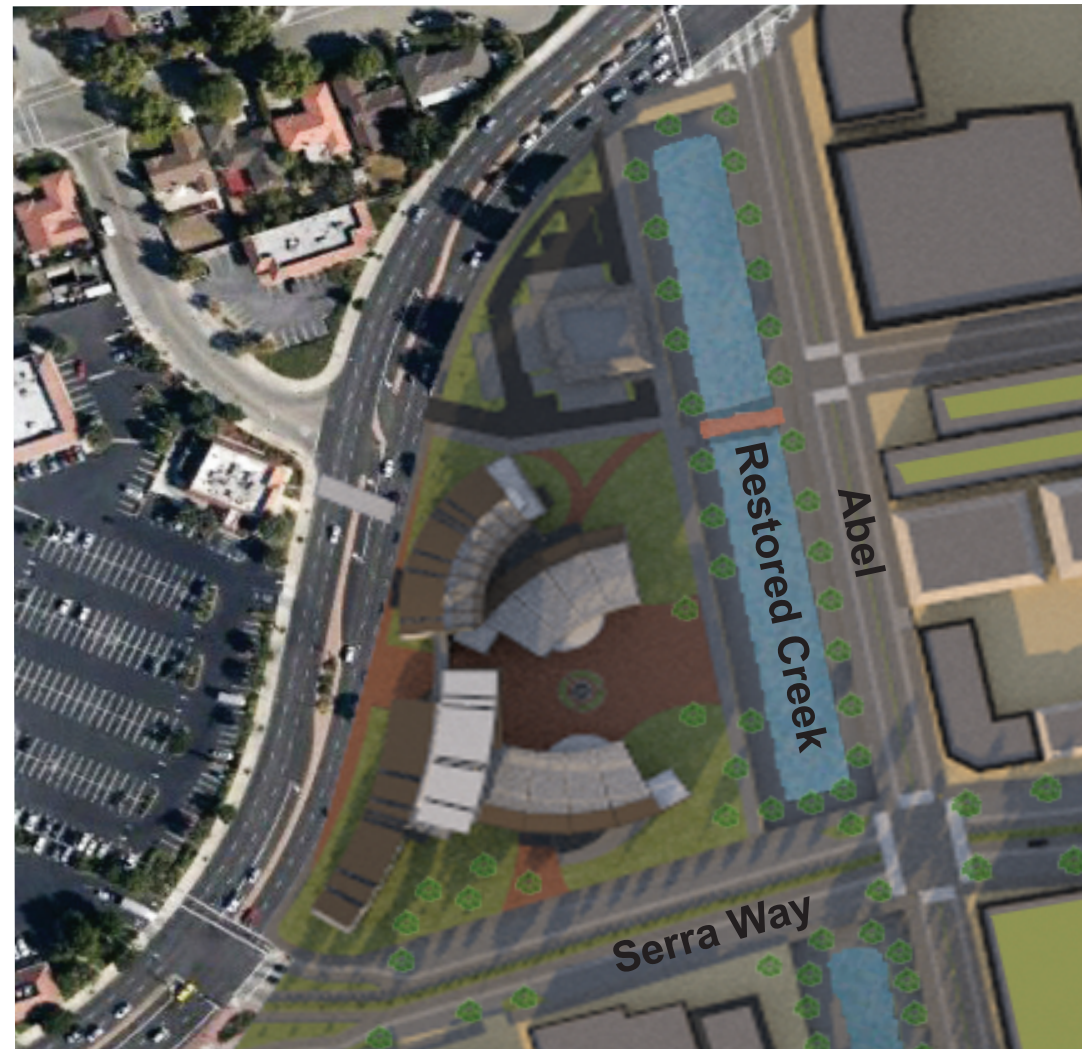
Main Street Revitalization at Serra Way intersection.



Serra Way Boulevard towards the Movie Thea



## The Core: Hotel and Convention Center

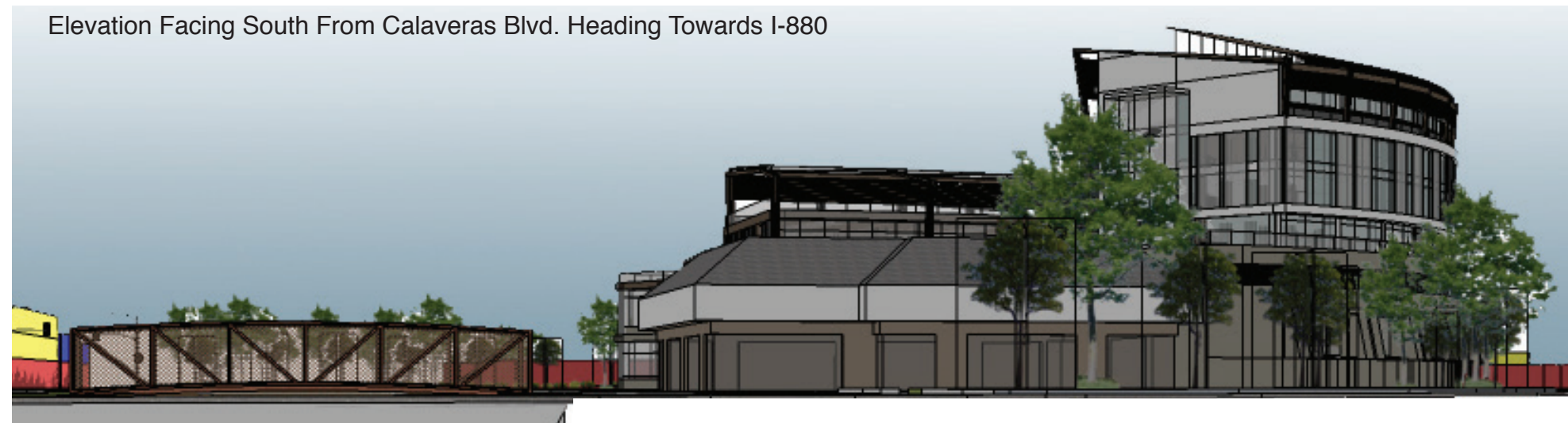


Site Plan of the  
Convention Center, Hotel  
and Restored Creek

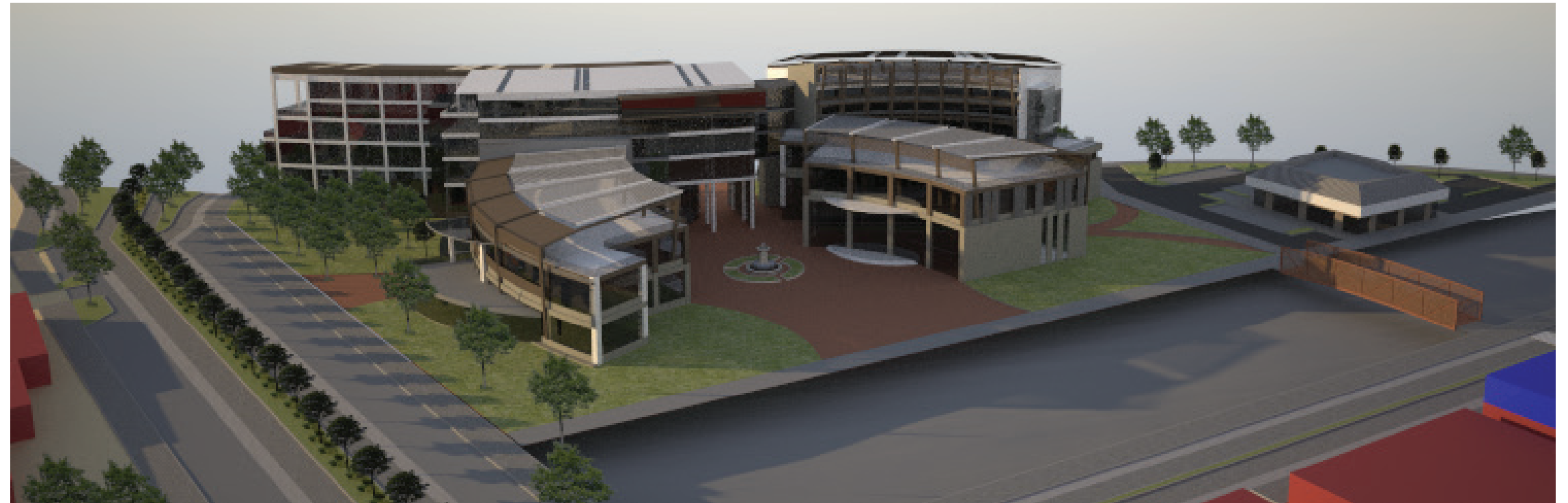
The hotel and convention center, as well as its open space along the restored creek is the team design signature sector. The luxury hotel will generate visitors and revenue to the area, as well as provide people who are visiting for an event at the convention center with a close and comfortable place to stay. On the hotel groundfloor, hotel patrons and people who are seeking a convenient meal during an event at the convention center dine in the restaurants and food court. The building offers a large public plaza that will be available for many of the convention center's outdoor activities, as well as general use from the public.

The convention center provides a space to allow individuals and groups in the community to promote and share common interests, such as music and theatre. The center will also provide a space for large conventions for businesses and public interest groups, which is not currently available in Milpitas. The building is accessible by a nearby parking garage by crossing a pedestrian bridge over the revitalized creek. The walk from the garage to the convention center instills a sense of grandeur and excitement as you approach the building.

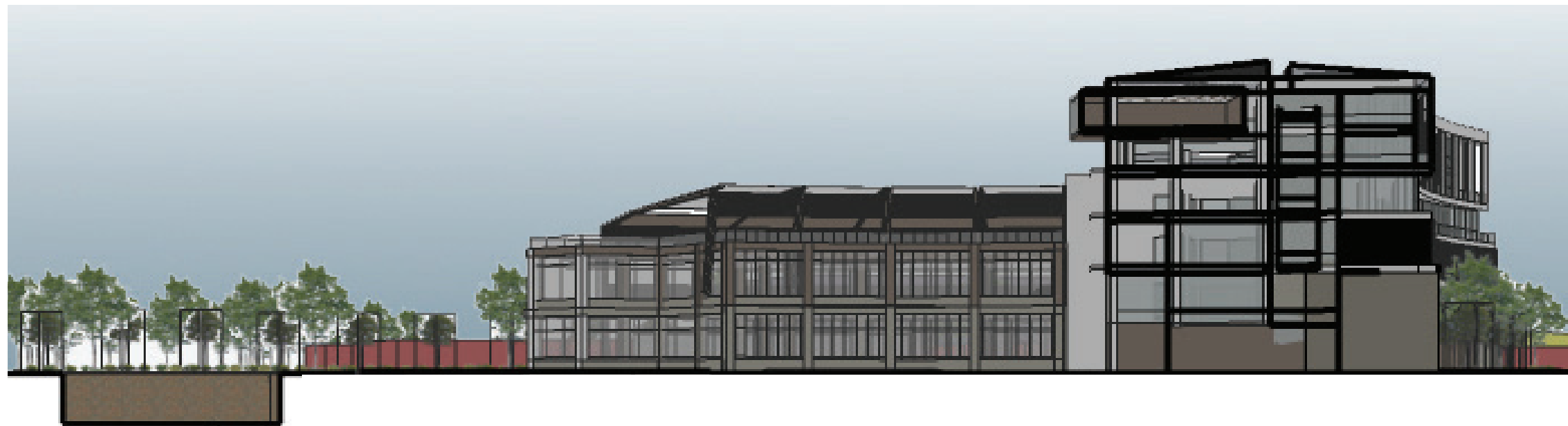
Elevation Facing South From Calaveras Blvd. Heading Towards I-880



## The Core Hotel and Convention Center

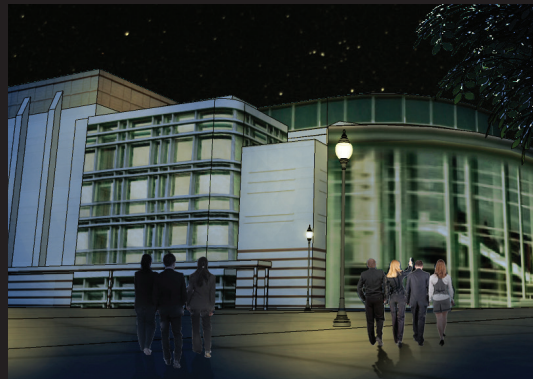


Bird's Eye View of The Convention Center Plaza



Section Facing South From Calaveras Boulevard.





## TEAM 6

Adam Marston  
Michael Paul  
Sarah Wood  
Darya Oreizi

Page intentionally left blank



## Project Overview

The **Hot Spot** is a commercial-based development that brings together an innovative commercial anchor, provides an artistic edge with a state-of-the-art performing arts center, a community-centered open space, as well as a tech-walk that will draw those living in the surrounding Silicon Valley from all around. The site includes a variety

of pedestrian access points, emphasizing walkability as a focal characteristic within the Hot Spot. The first and second floor connections truly allow for people to move within the site with ease, paired with many pedestrian crosswalks and wider sidewalks, citizens of Milpitas as well as the tourists the development will bring creates an ease of connectivity that was previously absent.

The **central commercial area**, as noted by buildings 15-21, is a two story structure that connects people from all corners of the site. Staircases located near 15, 12, and 16 fan out at the bottoms to create a visual draw into the upper levels. Elevators stationed next to each staircase coincides within the ADA, and will also encourage people to venture to the second floor. We expect to provide restaurants, small retail, and other highly utilized commercial uses as a main draw to the second floor, as they will support the two-story movie theatre on building 21. There is a pedestrian walkway connecting the two plots across the street and concurrently with the uses enhancing each others value, the connectivity will follow suit.

The **performing arts center** (1) will not only support the culture that is an integral part of Milpitas, but will also provide a means to bring other forms of creative performing arts to the city as well. Using sustainable design techniques with a unique architectural style, it will surely draw crowds to the South East corridor and enhance the potential for Milpitas to blossom culturally. We envision a modern courtyard that is not only inviting, but innovative and visually attractive. There would be appealing open space in the front as well as adequate seating for those who wish to use it at any time.

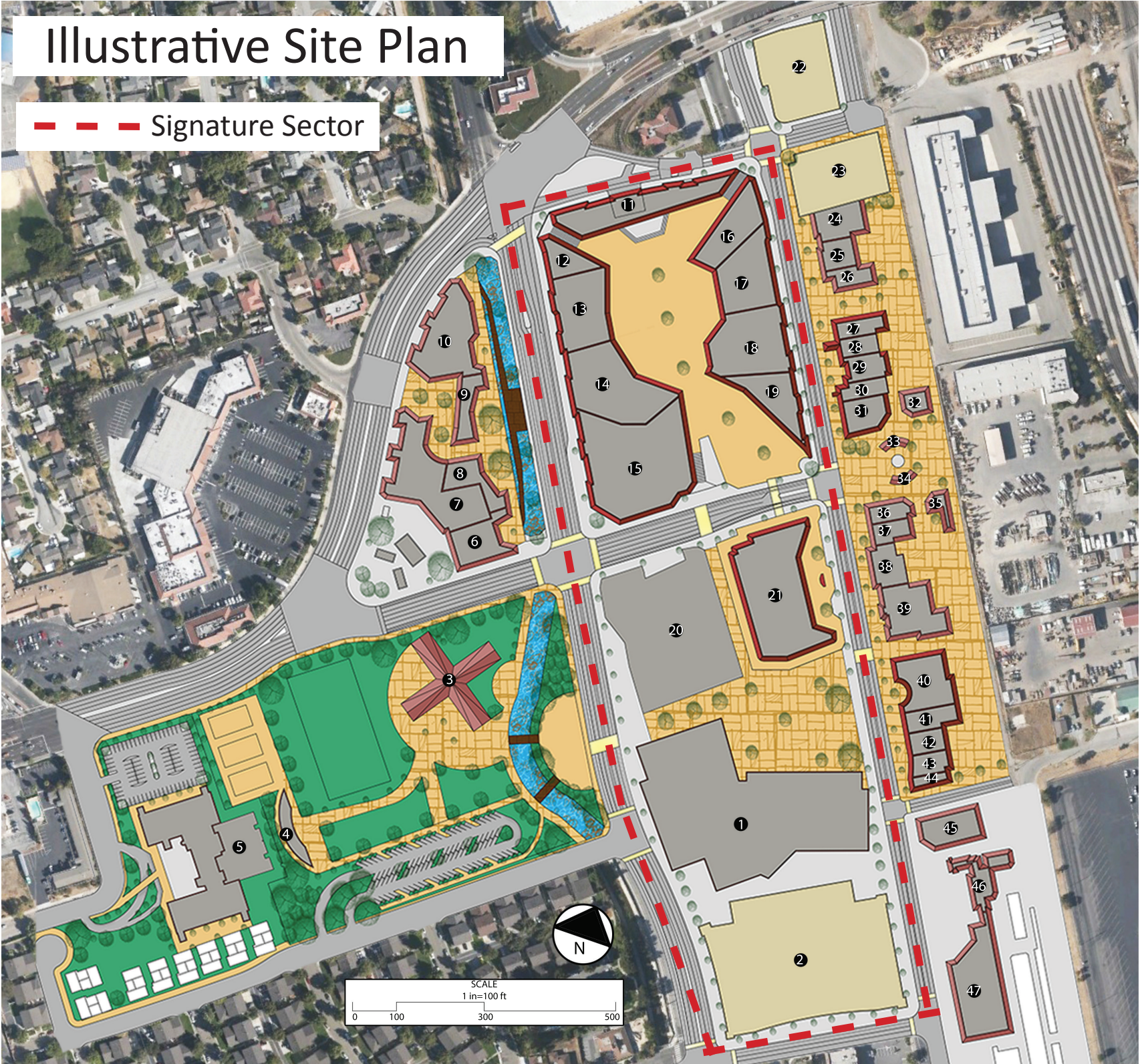
There is also a direct axis in line with the commercial area across Serra Street, which provides a direct access point to the commercial amenities after any sort of show at the performing arts center. The parking structure in the back (2) will have a designated area for Valet for the performing arts center, as well as allow people to park themselves throughout the rest of the structure. There is sufficient parking space provided for many of the nearby commercial uses (24-47) and would likely be the most utilized of the three parking structures. The direct line of sight coming into the site from any area West of Main St. is uninhibited by the low lying open space directly across from Abel Street.

Our **open space** is very well utilized, providing a multi-cultural community center, open fields for soccer/other sports, basketball courts, a snack bar, revitalized creek, and adequate parking. The Community Center seeks to emphasize the multicultural aspects of Milpitas and serves as a venue to support those ideals within the community. It has a large plaza and open field next to it which is ideal for community events, fundraisers, sports leagues, and even farmers markets. This building would be a beacon for Milpitas as it is right off Main St. and would be easily seen by those leaving or entering the city. Combined with an attractive open space and revitalized creek that has multiple access points across it, the open space is a large draw for families and the overall community alike. Across from the creek the smaller chunk of plaza could have an outdoor water park that would be a phenomenal draw for kids as well. The biggest draw that we have proposed, however, is across the site and would be used by any and all demographics.

We envision a **"Tech-Walk"** that brings a different aspect of the culture of Milpitas that is often overlooked because it is not actually Silicon Valley, yet its' residents make up an integral part of the technological aspect it embodies. We have left the imprint of what we envision the tech-walk to cover, however, it is left to interpretation for the developer as to how to design it because the commercial spaces below are variable depending upon how those would be implemented as well.

Buildings in the Tech-Walk will utilize plenty of glass and large windows, as a major feature of the site as glass is becoming a major staple of technology today. Interactive screens and display cases would show the history of the Silicon Valley as well as preview any new technologies that will be available in the near future. The top platform portion could also be sectioned off for a black-tie event, if someone wanted to hold such an event there to promote a new product or celebrate the success of one. The Tech-Walk would have a direct connection into parking structure 23 and would have stairway/escalator access to buildings 27-28 and 40-41. This signature of our site would be a staple of the technological aspect of Milpitas culture and work well with the more artistic side that the performing arts center hopes to bring.



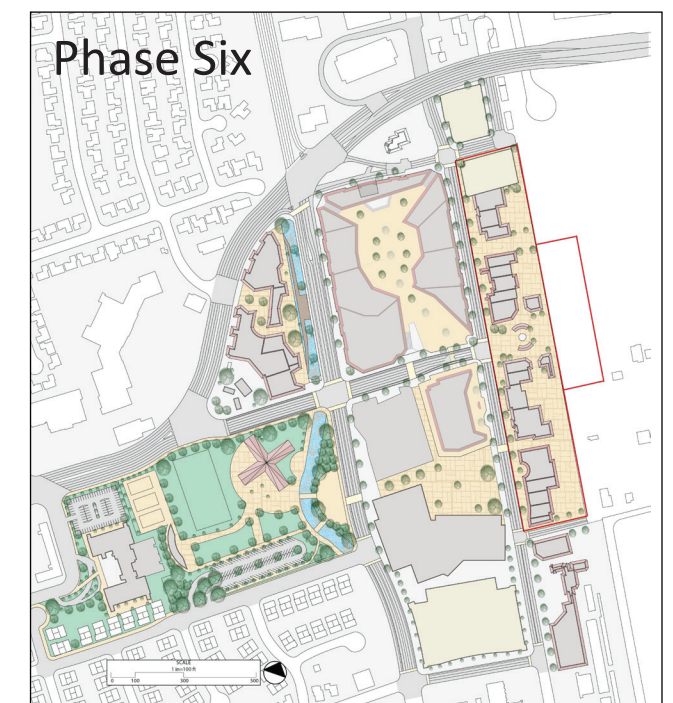
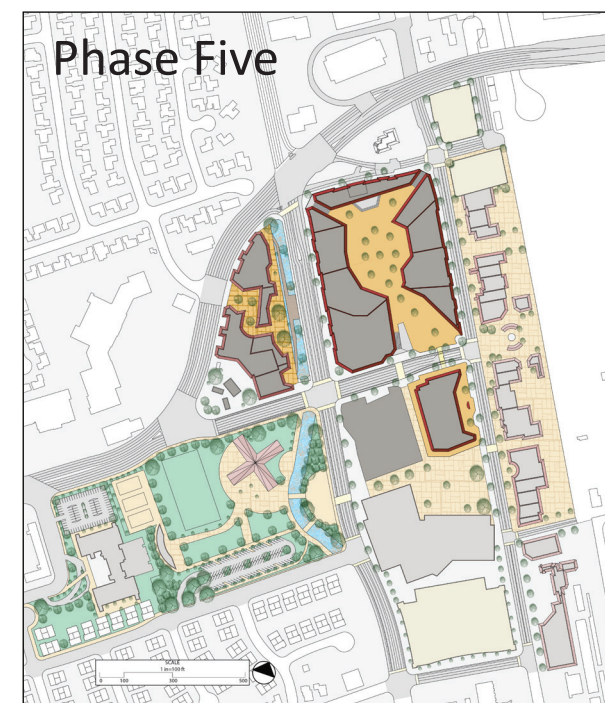
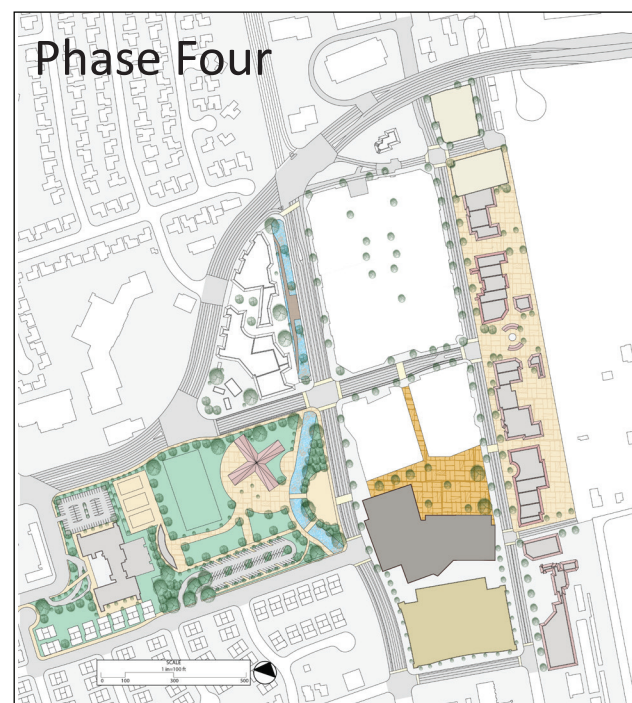
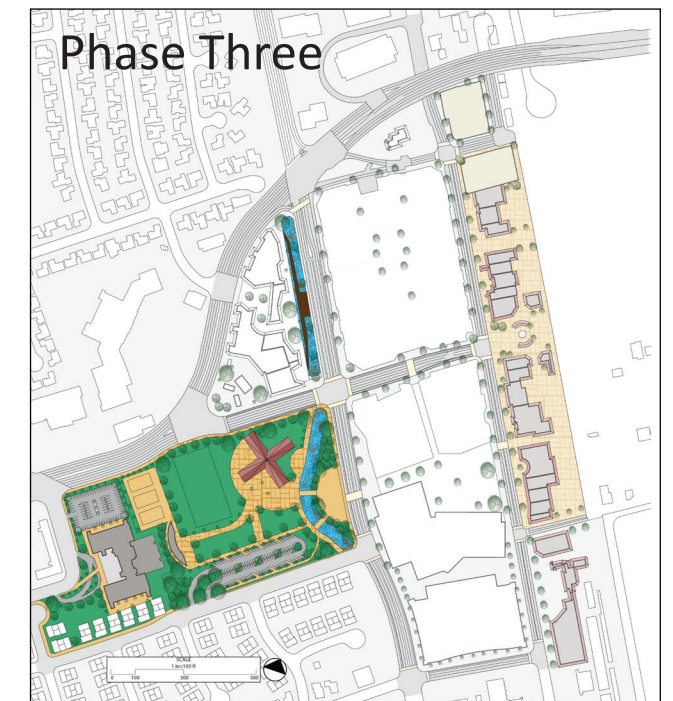
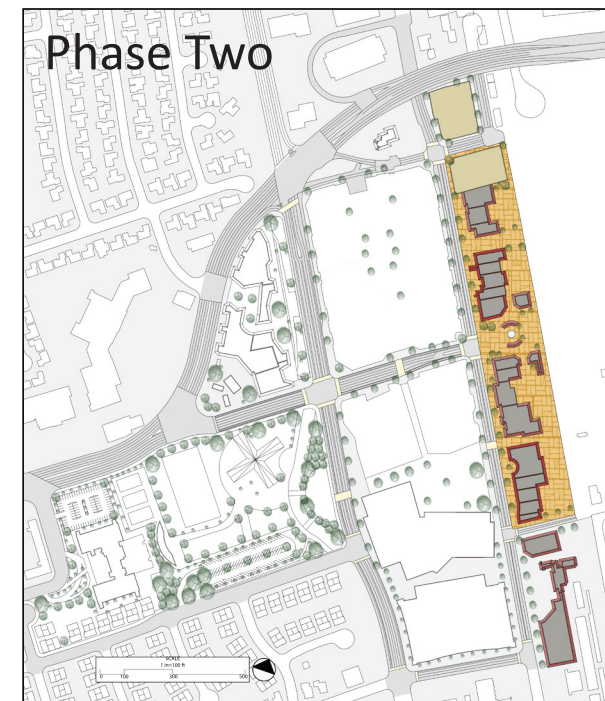


Legend and total buildable square footage

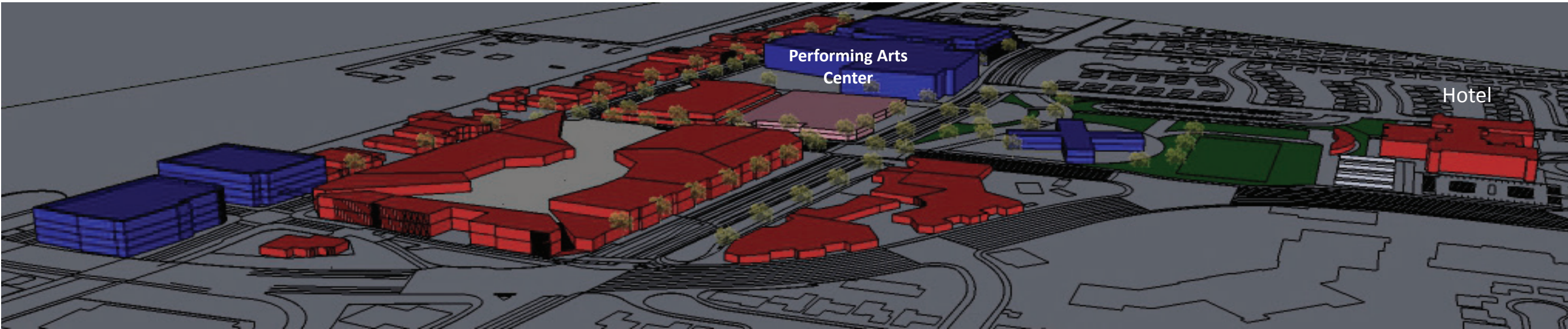
| Buiding Number and Type                    | Area in Sq. Feet |
|--|------------------|
| 1. Performing Arts Center                  | 127,474          |
| 2. Parking Structure                       | 492,892          |
| 3. Community Center                        | 22,500           |
| 4. Snack Bar                               | 3,500            |
| 5. Hotel                                   | 52,859           |
| 6. Commercial                              | 13,800           |
| 7. Commercial                              | 34,695           |
| 8. Commercial                              | 9,700            |
| 9. Commercial                              | 9,072            |
| 10. Commercial                             | 27,340           |
| Commercial on 1st floor of buildings 11-19 | 374,182          |
| 11. Commercial (2nd floor)                 | 28,860           |
| 12. Commercial (2nd floor)                 | 9,262            |
| 13. Commercial (2nd floor)                 | 23,445           |
| 14. Commercial (2nd floor)                 | 33,106           |
| 15. Commercial (2nd floor)                 | 57,616           |
| 16. Commercial (2nd floor)                 | 18,075           |
| 17. Commercial (2nd floor)                 | 21,937           |
| 18. Commercial (2nd floor)                 | 28,171           |
| 19. Commercial (2nd floor)                 | 16,815           |
| 20. Mixed Use Redisental O/ Commercial     | 157,298          |
| 21. Commercial (1st and 2nd Floor)         | 128,152          |
| 22. Parking Structure                      | 138,620          |
| 23. Parking Structure                      | 125,972          |
| 24. Commercial                             | 9,603            |
| 25. Commercial                             | 6,436            |
| 26. Commercial                             | 6,184            |
| 27. Commercial                             | 6,371            |
| 28. Commercial                             | 4,927            |
| 29. Commercial                             | 6,595            |
| 30. Commercial                             | 4,923            |
| 31. Commercial                             | 9,271            |
| 32. Commercial                             | 4,472            |
| 33. Commercial                             | 1,095            |
| 34. Commercial                             | 1,095            |
| 35. Commercial                             | 4,144            |
| 36. Commercial                             | 5,578            |
| 37. Commercial                             | 5,295            |
| 38. Commercial                             | 7,975            |
| 39. Commercial                             | 18,238           |
| 40. Commercial                             | 17,012           |
| 41. Commercial                             | 6,832            |
| 42. Commercial                             | 5,219            |
| 43. Commercial                             | 5,221            |
| 44. Commercial                             | 3,139            |
| 45. Commercial                             | 12,529           |
| 46. Commercial                             | 11,376           |
| 47. Commercial                             | 29,713           |
| Total                                      | 2,148,586        |



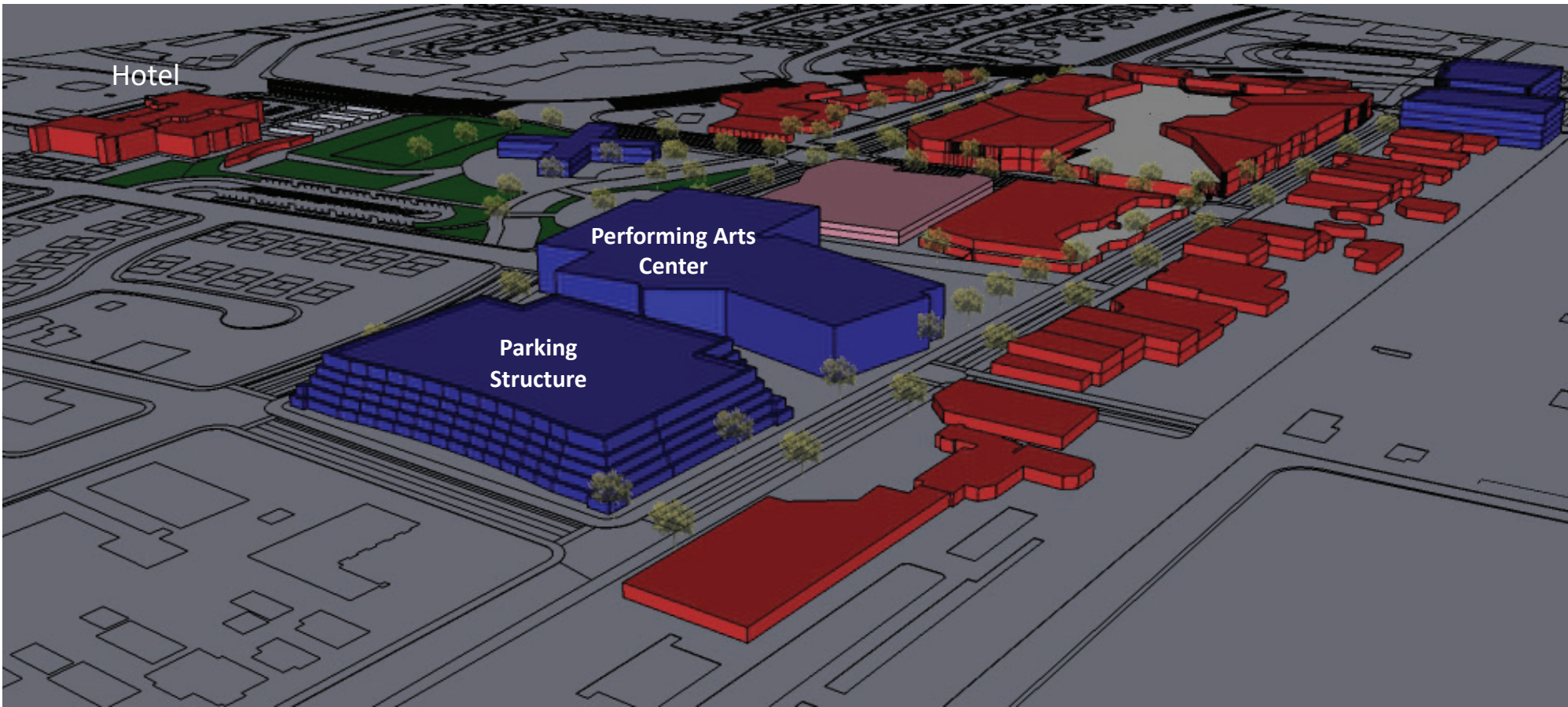
## Implementation / Development Phases





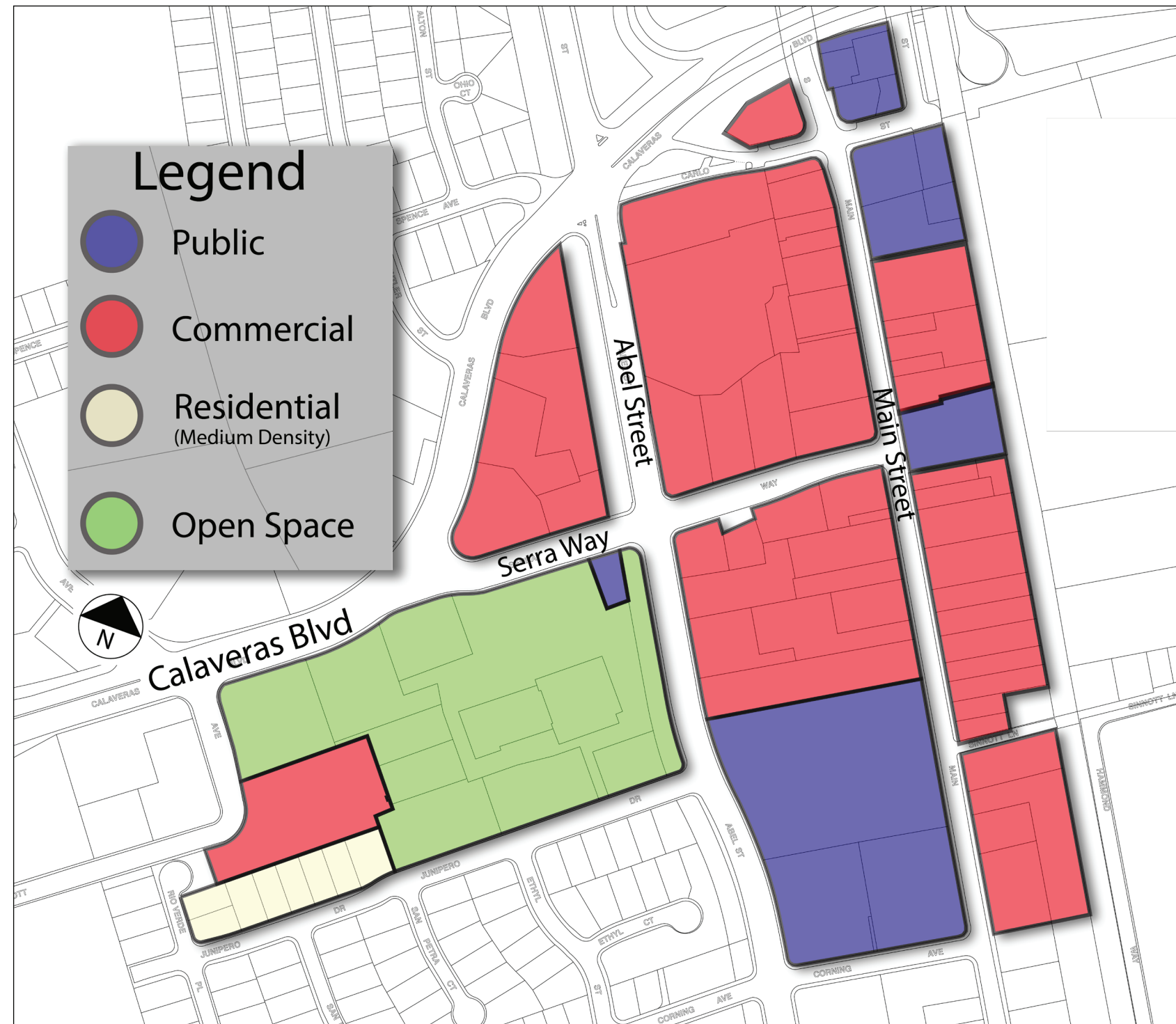


View from Northwest



View from Southeast





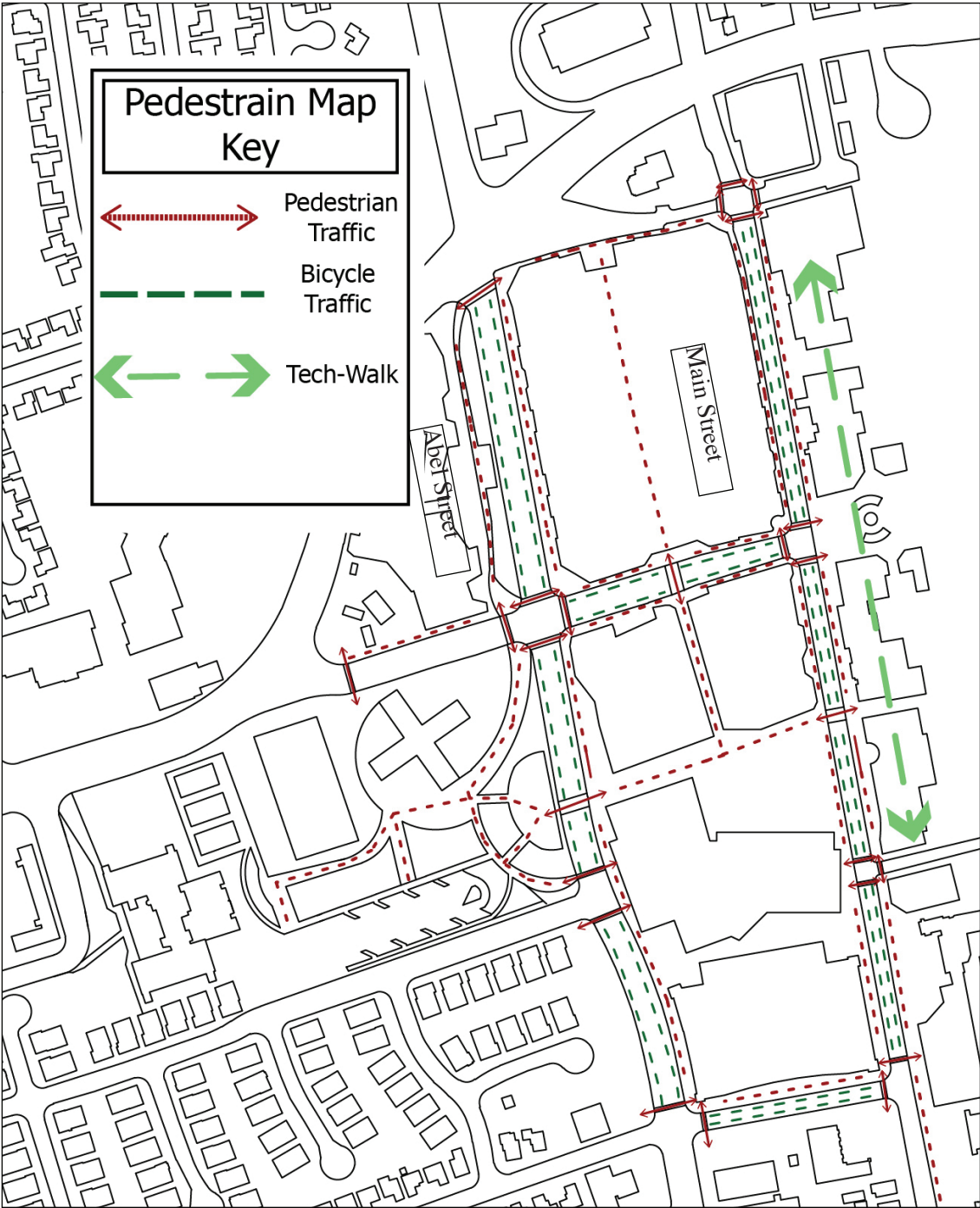
## Proposed Land Uses

| Land Use     | Area is Sq. Feet |
|--------------|------------------|
| Commercial   | 1,780,439        |
| Residential  | 180,526          |
| Public Space | 423,370          |
| Open Space   | 22,741           |
| Gas Station  | 39,351           |
| Parking      | 186,621          |
| <b>Total</b> | <b>2,633,048</b> |

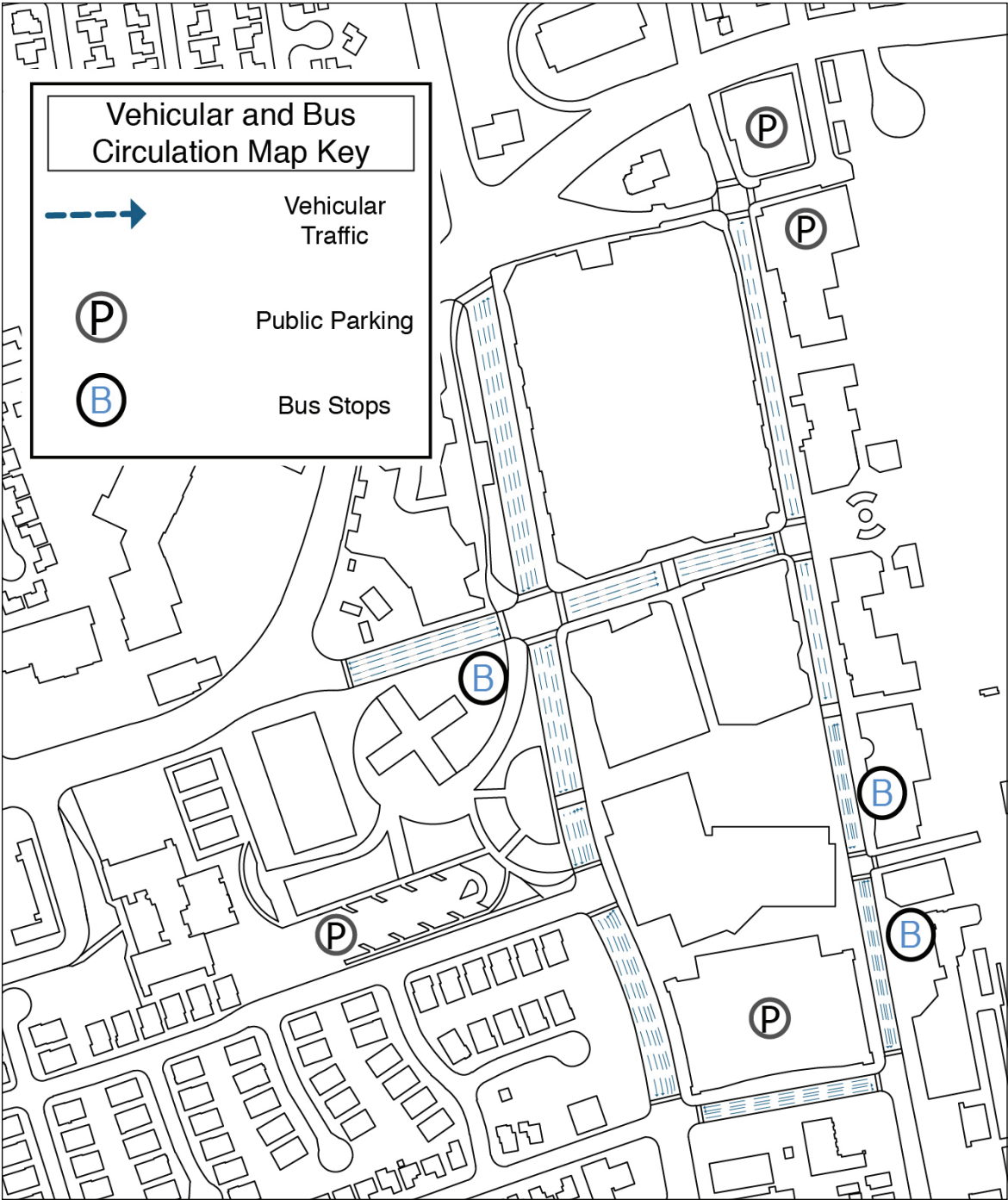
| Parking Areas                      | Parking Spaces |
|------------------------------------|----------------|
| On Street Parking: Serra           | 74             |
| On Street Parking: Abel            | 65             |
| On Street Parking: Main            | 195            |
| Parking Lot by Open Space          | 142            |
| Parking Lot by Hotel               | 105            |
| Parking Lot Behind Buildings 24-47 | 429            |
| Building 2. Parking Structure      | 1,643          |
| Building 22. Parking Structure     | 462            |
| Building 23. Parking Structure     | 420            |
| <b>Total</b>                       | <b>3,535</b>   |

# Circulation

Pedestrian Circulation

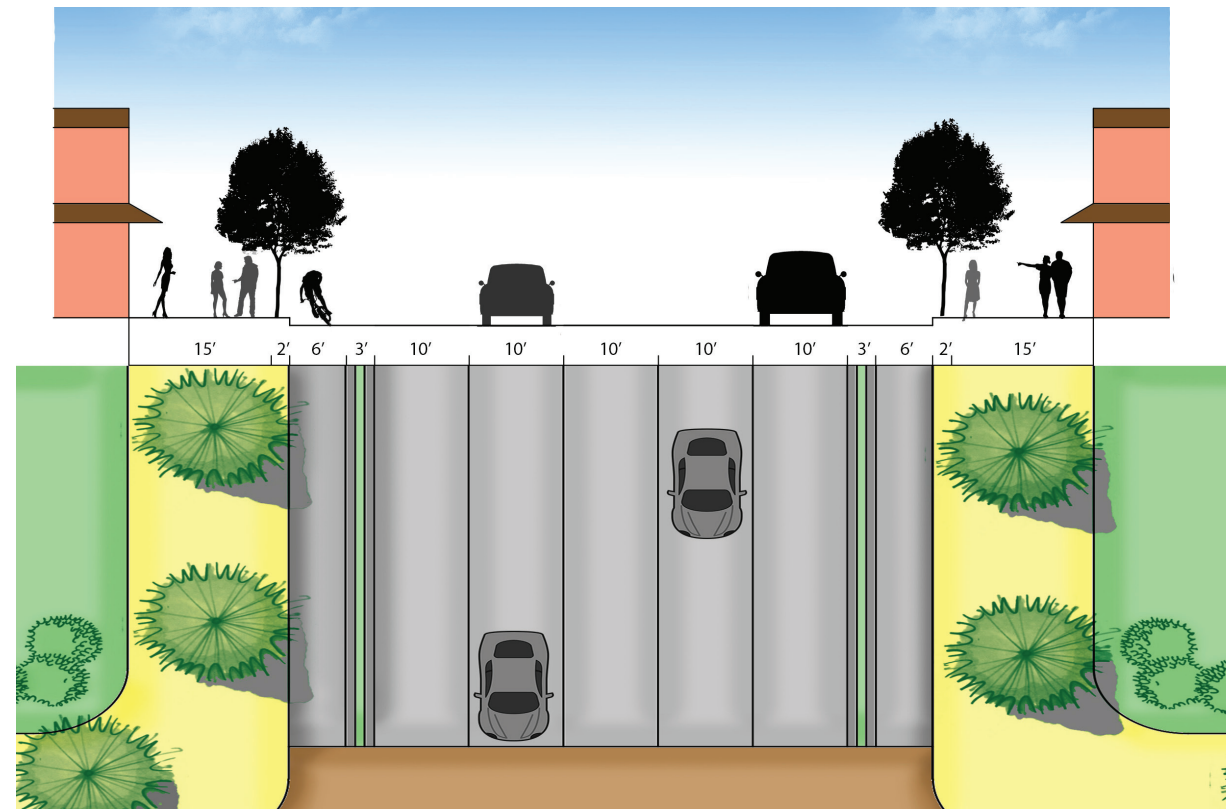


Vehicular and Bus Circulation

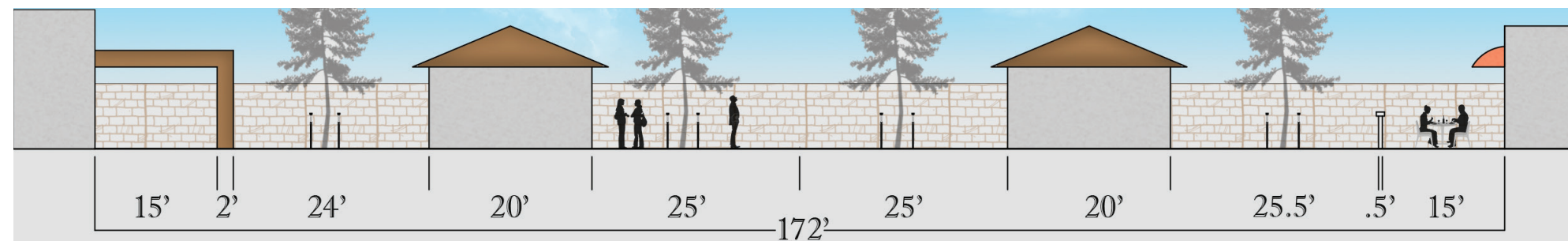
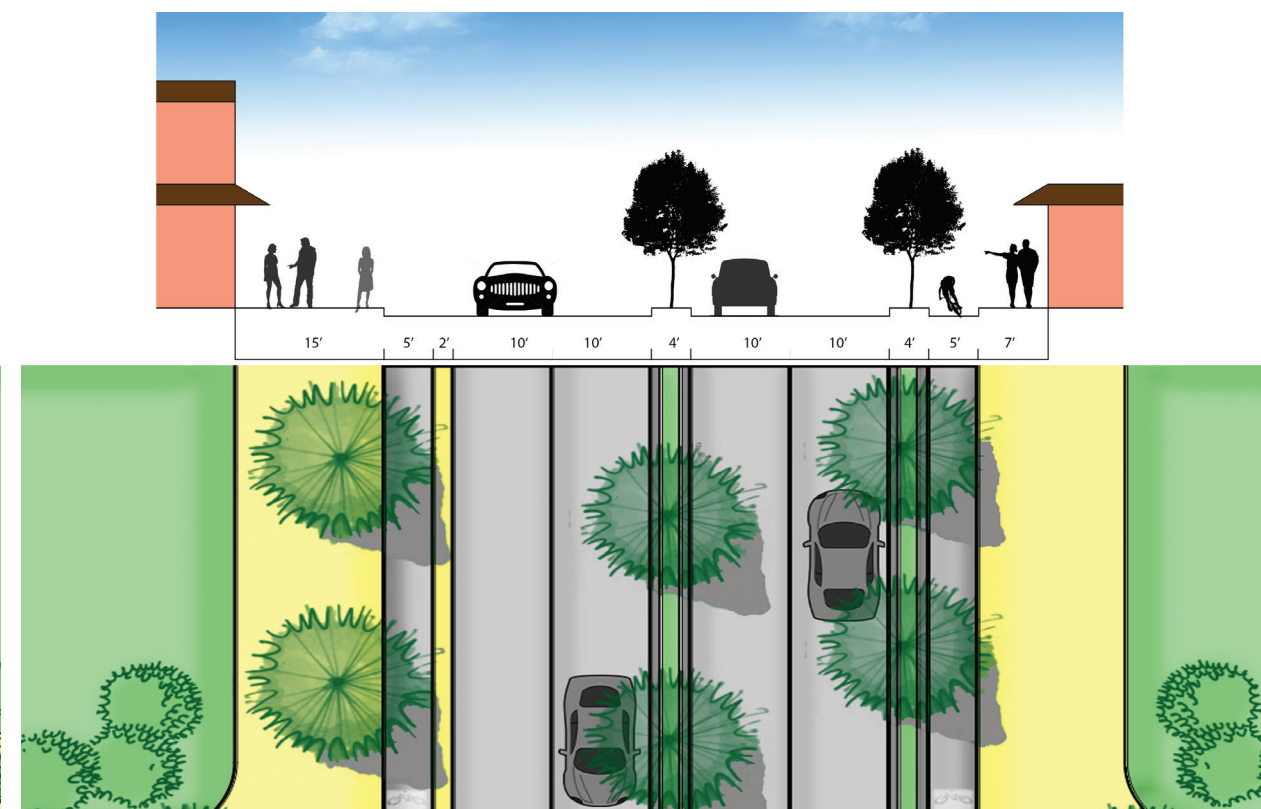




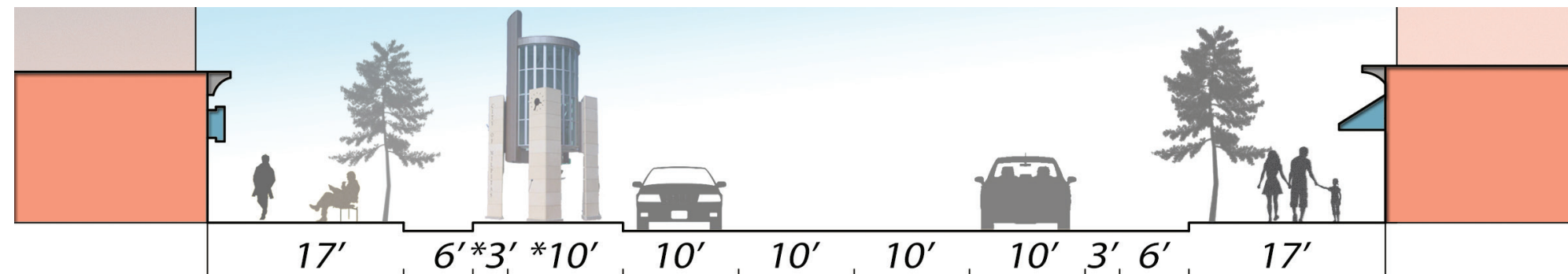
Main Street: Typical section and plan view



Serra Way: Typical section and plan view

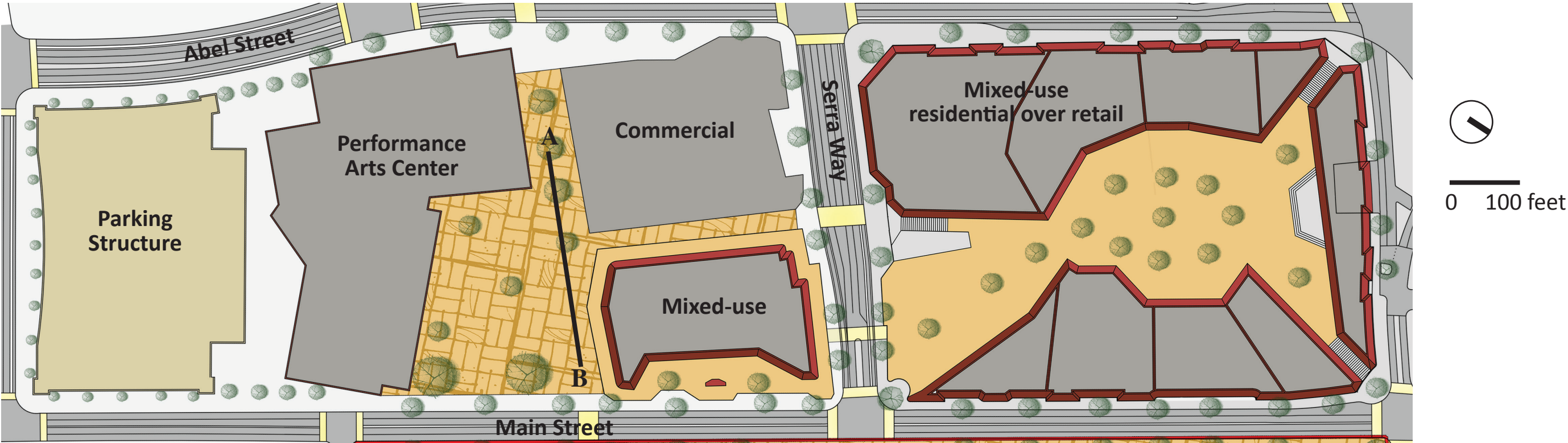


Plaza area adjacent to  
Main Street

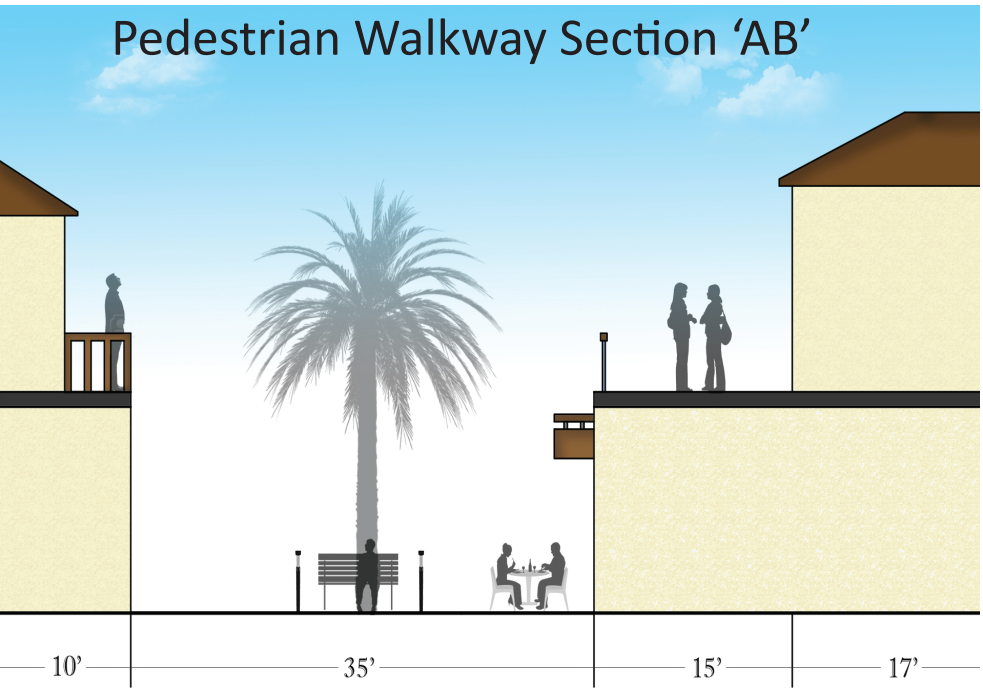




Illustrative Plan View of Signature Sector



View of Pedestrian Street  
facing North from the  
Performing Arts Center







*View of the Performing Arts Center from its plaza; a draw for visitors.*

## Illustrative images of the Signature Sector

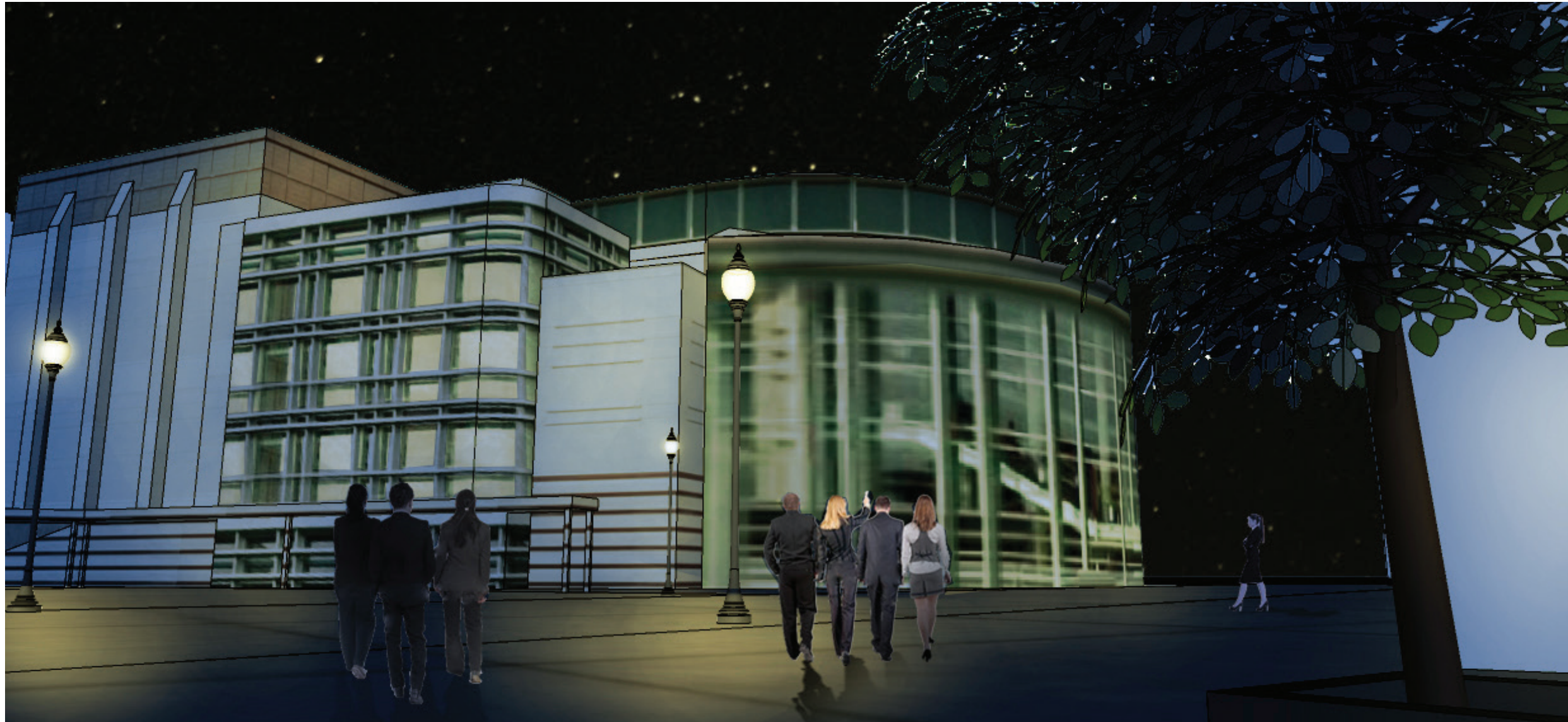
The Signature Sector is key in the revitalization of the Main Street area of Milpitas. Its construction will commence in the fifth phase of development of the proposed project, as it will be an elaborate addition to Main Street. With its integration of public space within a commercial setting, it allows for visitors to experience a variety of activities within its borders. With an array of restaurants and theaters, each use introduces and caters to a diverse audience.

*Main Street comes alive at night with the addition of a theater in the commercial area*





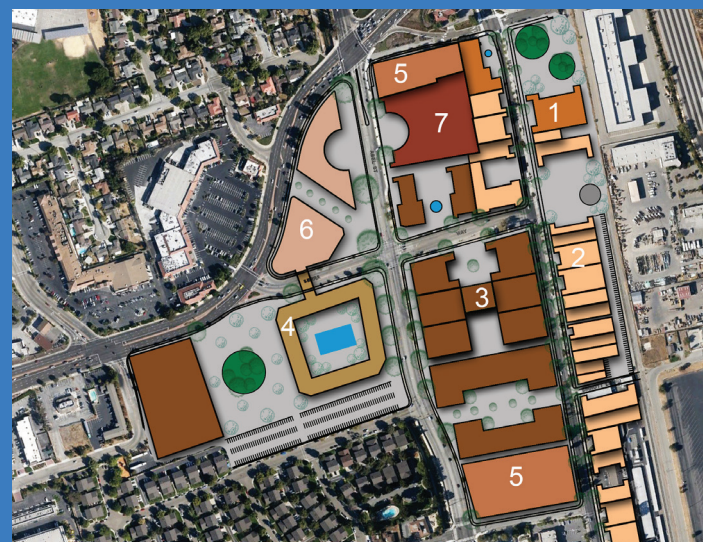
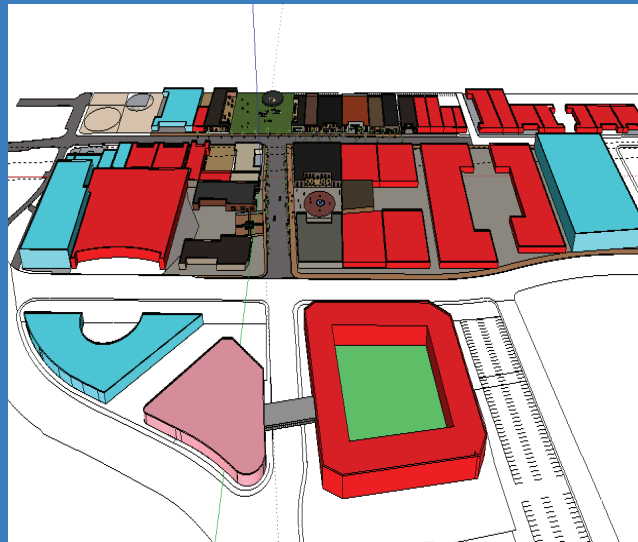
## The Performing Arts Center at the Signature Sector



The Performing Arts Center will act as a major draw to the Main Street Area. It will be designed by a star architect, and will be unmistakable from afar as it will rise several stories above its urban surroundings. The PAC will anchor the site as it will provide a venue for the multitude of cultural attractions that will be hosted. Types of events could include: concerts, speakers, plays. The PAC will complement the surrounding commercial space that aligns Main Street, to give a visitor the opportunity to take advantage of dinner and a show, or allow companies to further their presentation onto the rooftop sculpture garden or bordering open space. The PAC provides a venue that Milpitas needs.



# MILPITAS MAIN



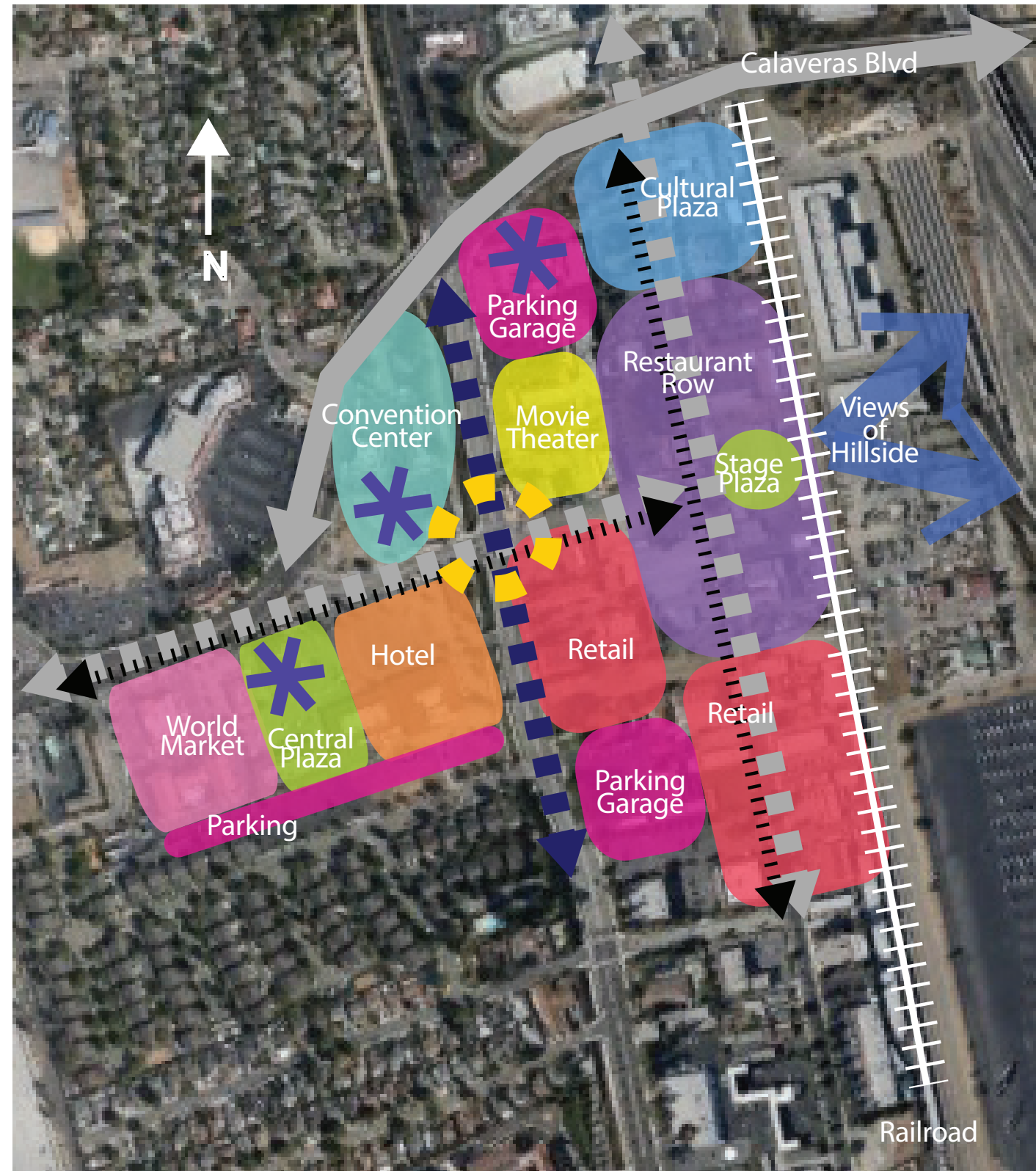
## Team 7

Myra Ammari  
Cara Carlucci  
Rachel Kramer  
Leigh Osterhus



Page intentionally left blank





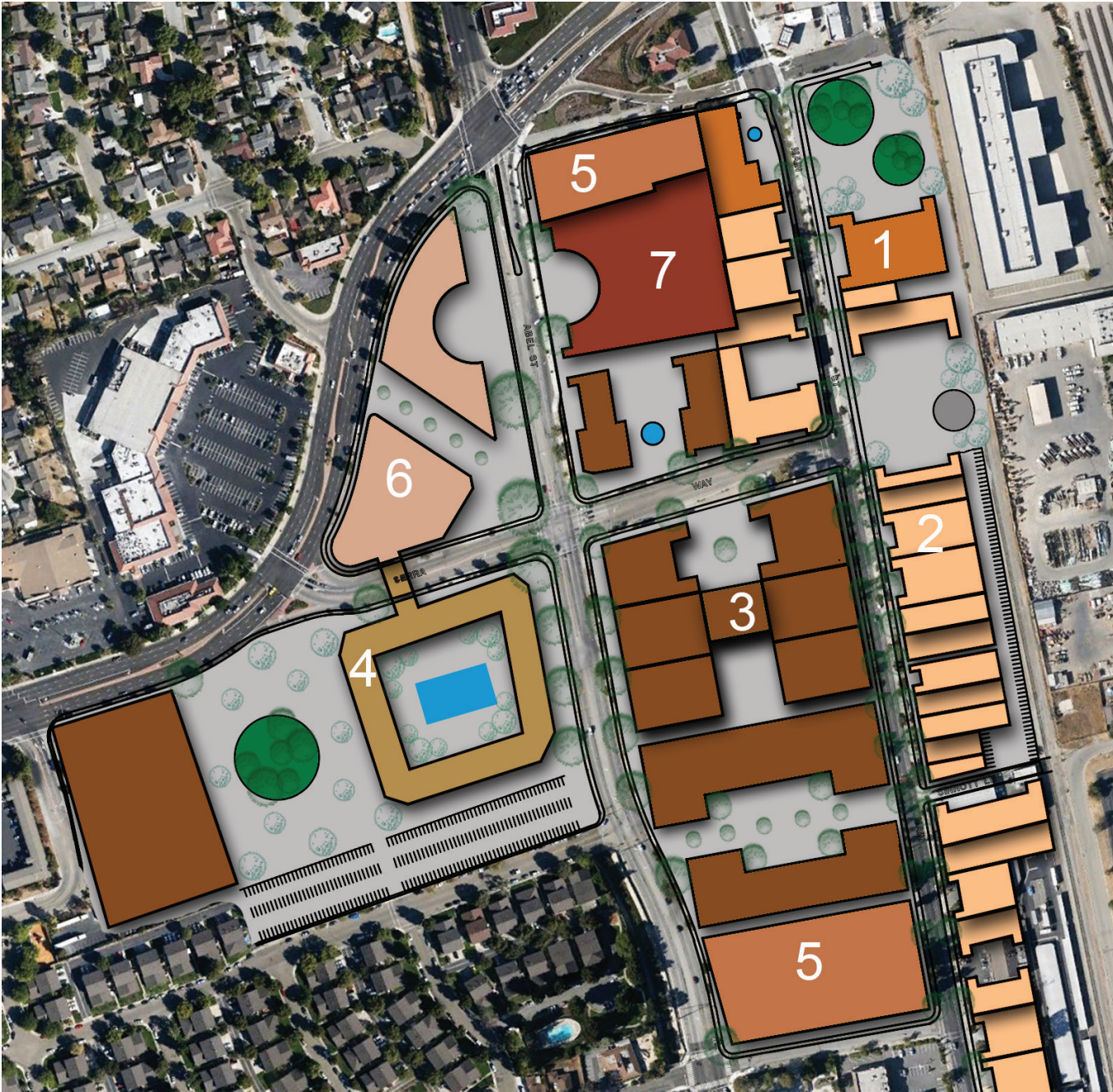
## Milpitas Main The Project Concept

Milpitas Main will be a tech savvy and cultural hub that is conveniently located within Silicon Valley for residents and visitors to experience a rich cultural environment. The three catalysts of the site are (1) the hotel and convention center, (2) the cultural center, and (3) Restaurant Row. The hotel and convention center are connected by a bridge, which provides a visual gateway to the site. There is also an interactive museum that will serve residents and tourists alike and provides an excellent educational opportunity.

This proposal is a new concept for the site and will become a main attraction to the area. The cultural center that includes a movie theater, gathering spaces, and public areas celebrates the rich variety of cultures of Milpitas. This feature enhances the existing diverse environment of the city. Restaurant Row creates a walkable downtown atmosphere that showcases international cuisines and plays off of the current atmosphere of Main Street. An outdoor performance stage for concerts, speakers, and festivals is proposed to be the focal point of the Row. These three main catalysts display the versatility and achievements of Milpitas and will be an attractive destination in the region.



# ILLUSTRATIVE SITE PLAN



- Cultural Center

1: Cultural Center
- Restaurant Row

2: Restaurant Row
- Retail

3: Retail
- Hotel

4: Hotel
- Parking Garage

5: Parking Garage
- Convention Center & Museum

6: Conference Center & Museum
- Movie Theater

7: Movie Theatre

## DEVELOPMENT TABLE

| Building No. | Name              | Number of Stories | Ground Floor Use  | Upper Floor Use(s) | Footprint Square Footage | Total Square Footage | Parking Spaces |
|--------------|-------------------|-------------------|-------------------|--------------------|--------------------------|----------------------|----------------|
| 1            | Community Center  | 1                 | Assembly          | -                  | 50,766                   | 50,766               | 252            |
| 2            | Restaurant Row    | 1                 | Restaurant        | -                  | 247,018                  | 247,018              | 3,755          |
| 3            | Retail            | 1                 | Commercial        | -                  | 517,378                  | 517,378              | 2,539          |
| 4            | Hotel             | 4                 | Lodging           | Lodging            | 88,156                   | 352,624              | 650            |
| 5            | Parking Garage    | 4                 | Commercial        | Parking            | 152,531                  | 610,134              | 762            |
| 6            | Conference Center | 2                 | Conference Center | Conference Center  | 82,629                   | 165,258              | 309            |
| 7            | Movie Theater     | 1                 | Entertainment     | -                  | 130,630                  | 130,630              | 1,142          |



## DEVELOPMENT PHASING

### PHASE ONE HOTEL, CONVENTION CENTER, STAGE

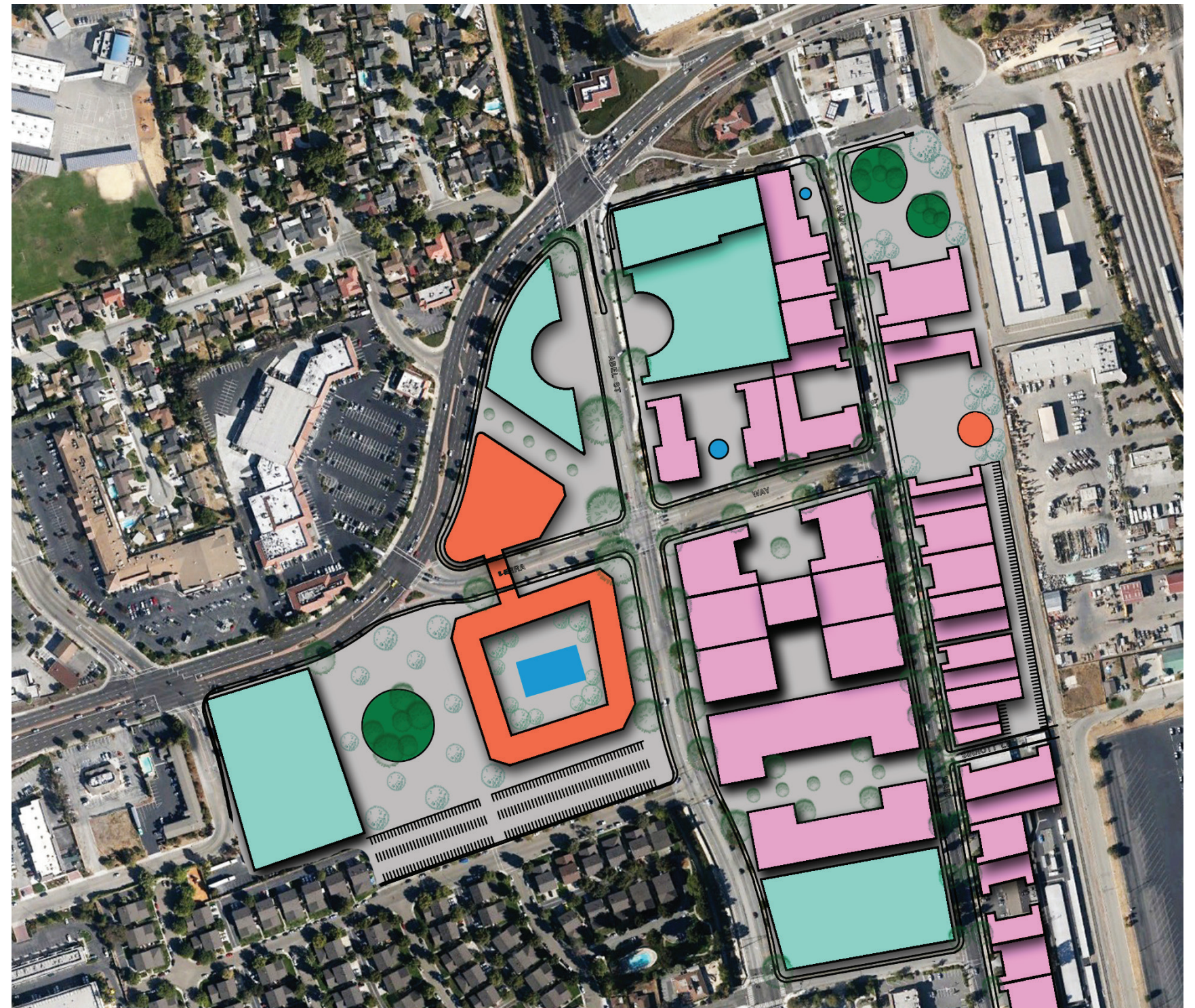
The hotel, convention center, and stage are all part of one of the main gateways into the site. These aspects will begin to display a desirable space for other businesses to gather. Also, the hotel and convention center will serve as catalysts that will attract people from inside as well as outside of Milpitas.

### PHASE TWO PARKING GARAGE, MOVIE THEATER, CULTURAL CENTER, MUSEUM, GROCERY

The movie theater, cultural center, museum, and grocery store are all larger developments that will bring revenue to the city and attract more people to the Main Street area. The parking garages will become a necessary component at this point.

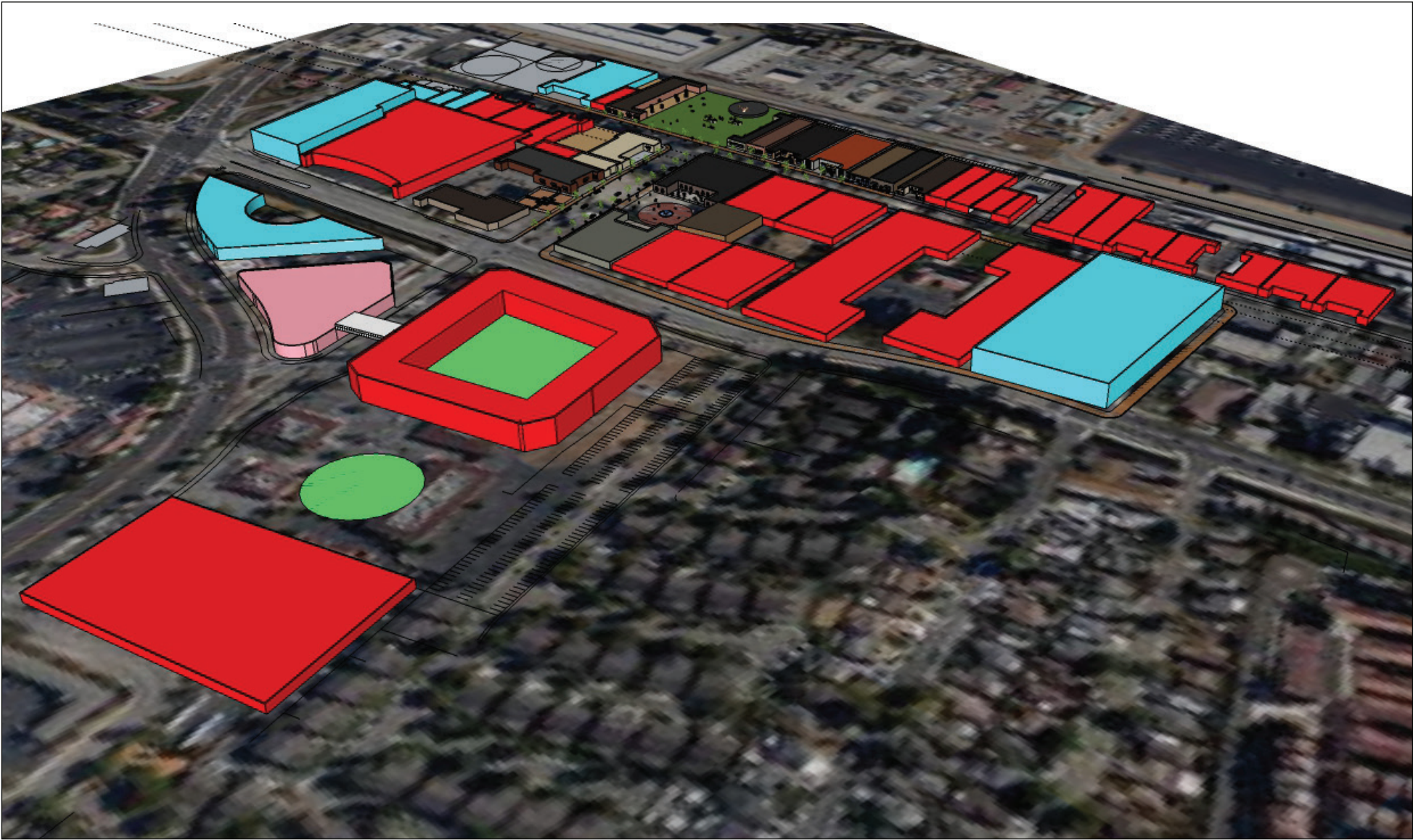
### PHASE THREE RETAIL, RESTAURANT ROW

The retail and restaurant row will be the last components of the site to develop because they will follow the larger developments since the site will be becoming very lively by this point.





# General View from Northwest







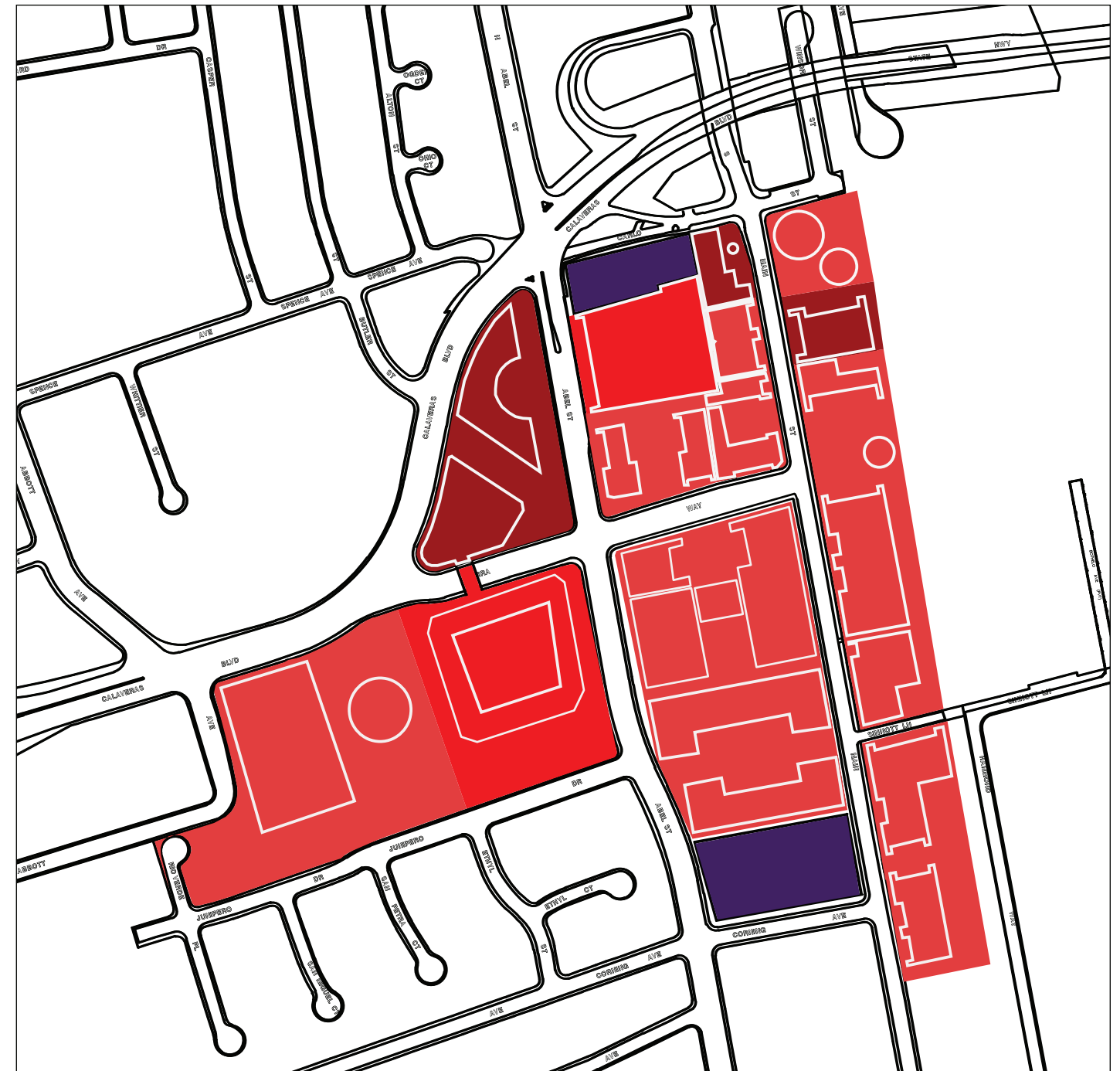
Legend:

-  General Commercial
-  Public
-  Park and Open Space
-  Administrative and Professional Offices



# LAND USE MAP

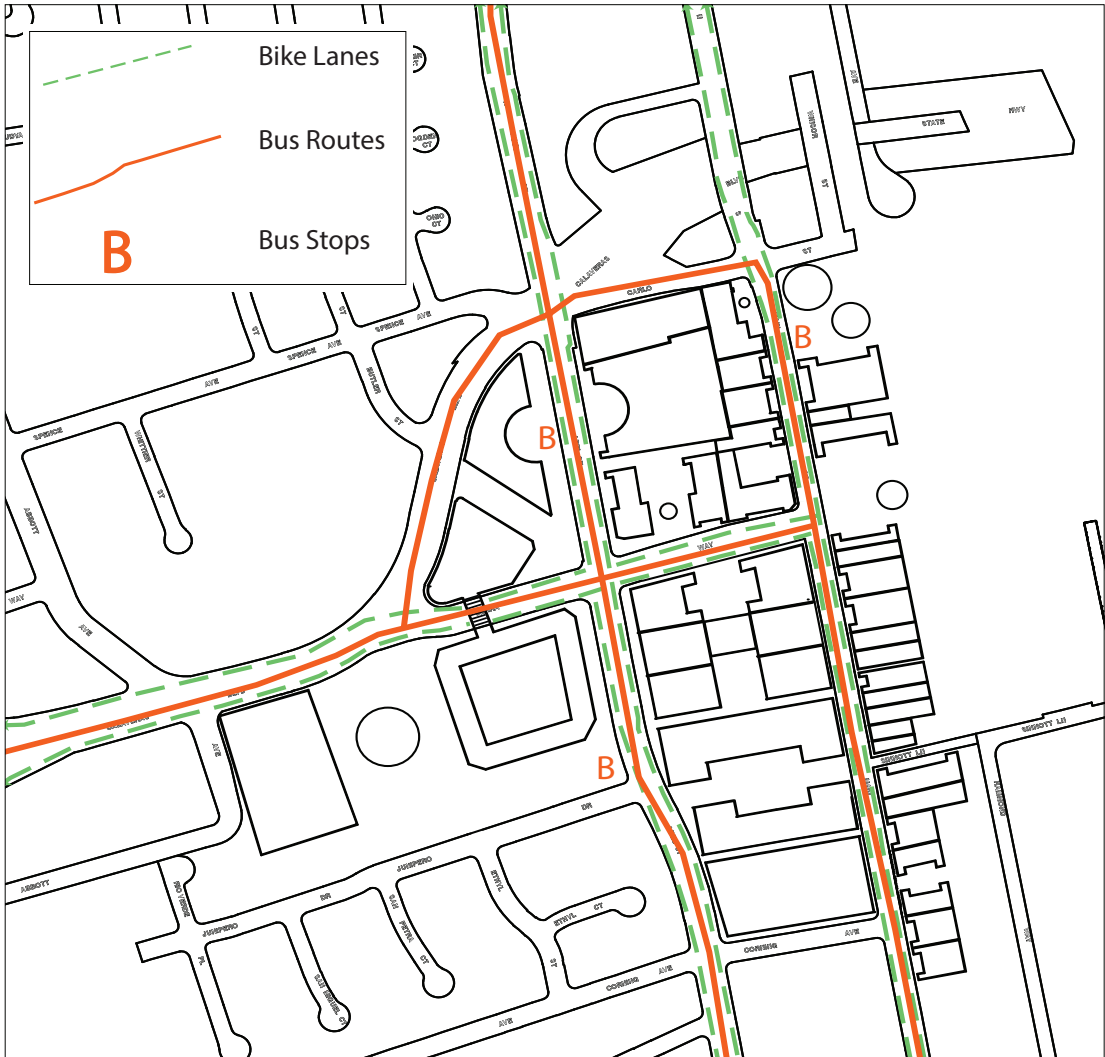
-  Low Density Commercial
-  Medium/High Density Commercial
-  Town Centers/  
Public Facilities
-  Mixed Use





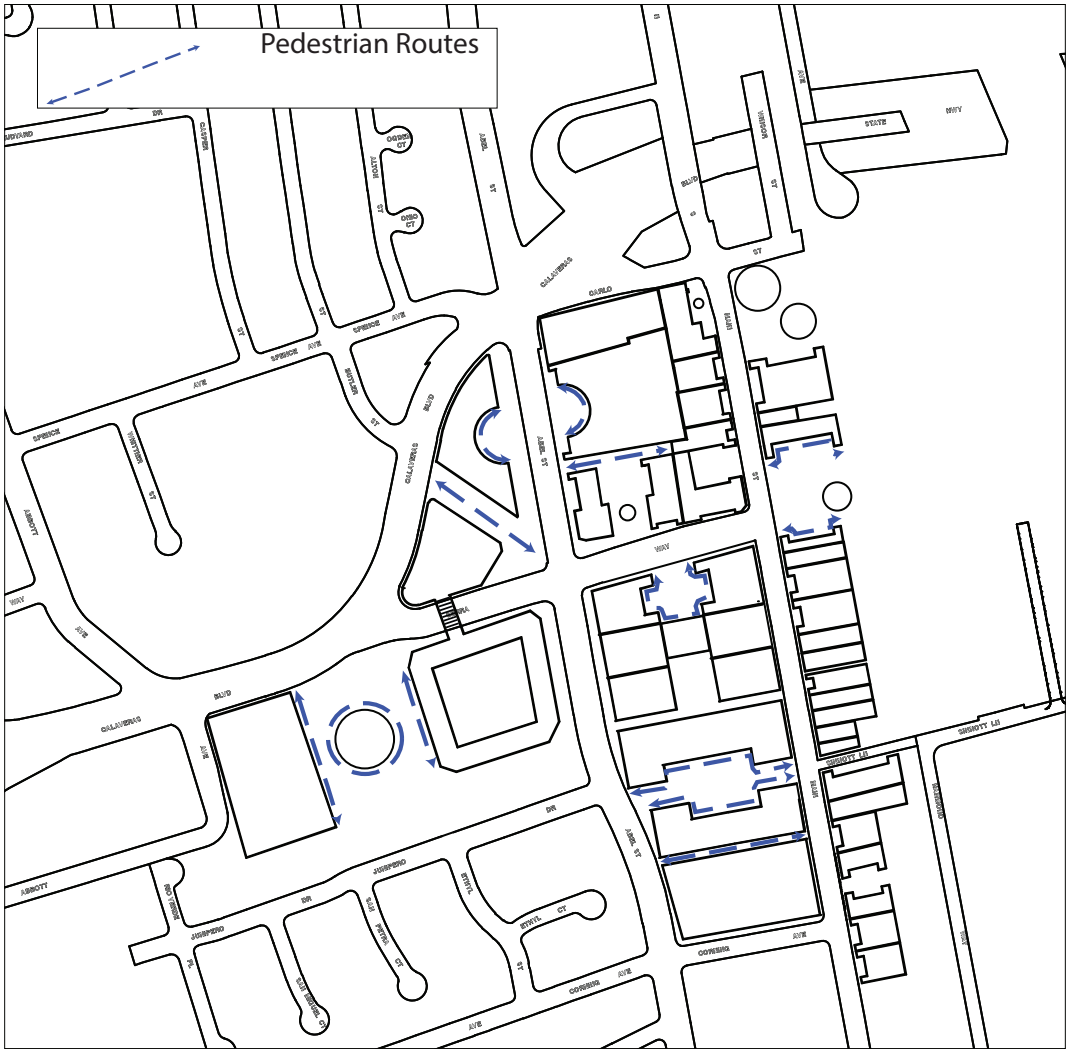
# CIRCULATION

Bike lanes, buses routes and stops



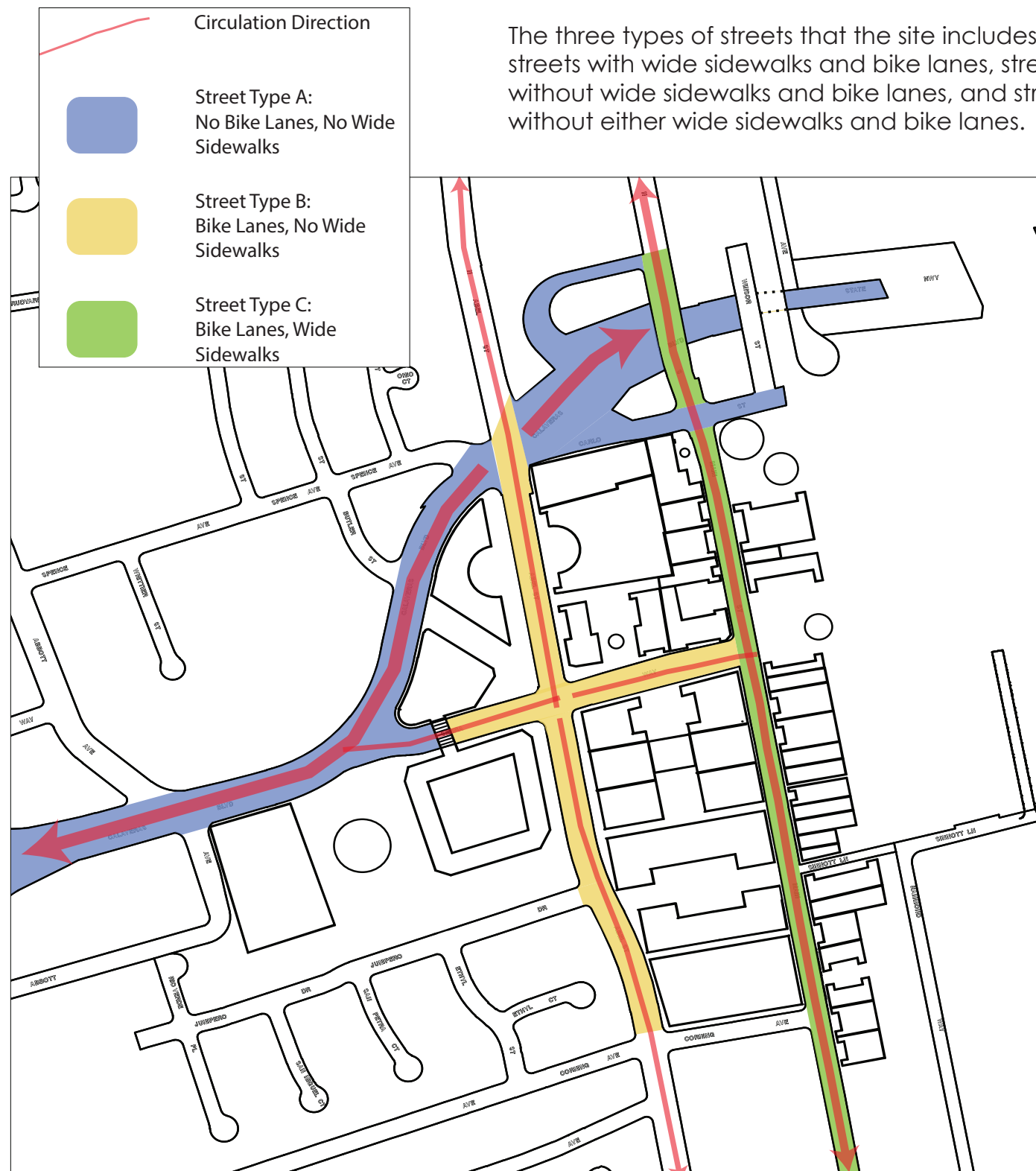
This site is nestled in between two main streets— Main Street and Calaveras Boulevard, with small crossing streets Serra Way, Abel Street, Carlo Street, Junipero Drive, and Corning Avenue. There are bike lanes both directions on part of Calaveras Boulevard, Serra Way, Abel Street, and Main Street. The bus route on the site starts on Calaveras Boulevard and continues around Serra Way and circles around Main Street, Abel Street, and Carlo Street. There are three bus stops— one in front of the convention center on Abel Street, one on the corner of Abel Street and Junipero Drive by the hotel, and one on Main Street by the cultural center.

Pedestrian traffic

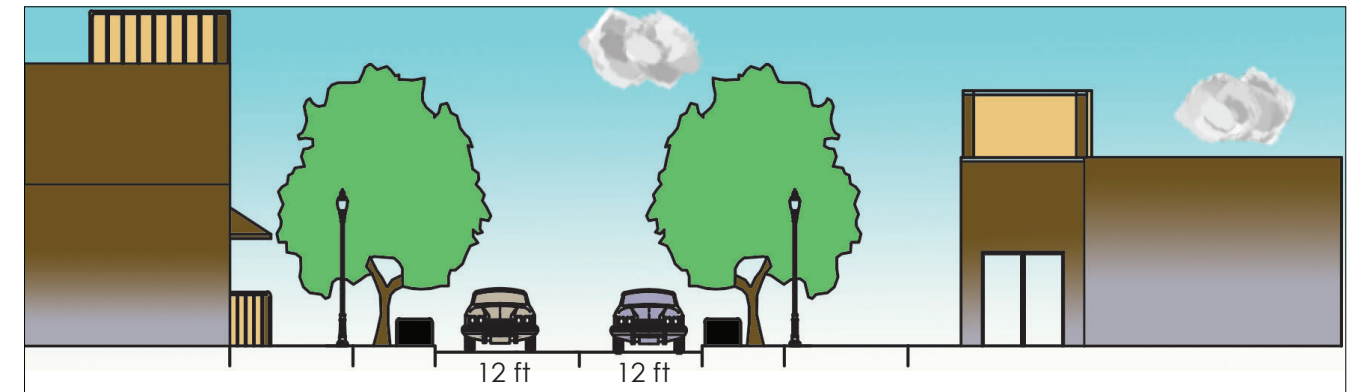


There are many walkable areas on the site, including a walkway in between the conference center and community center and small open space plazas within each major section of the project area.

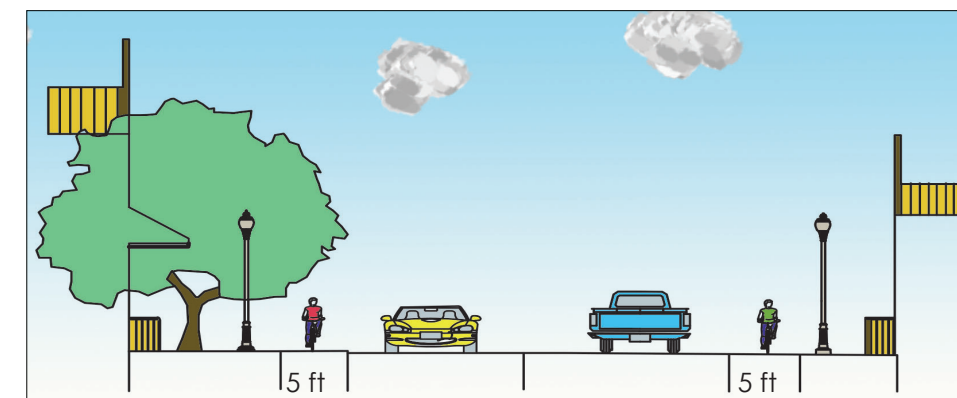




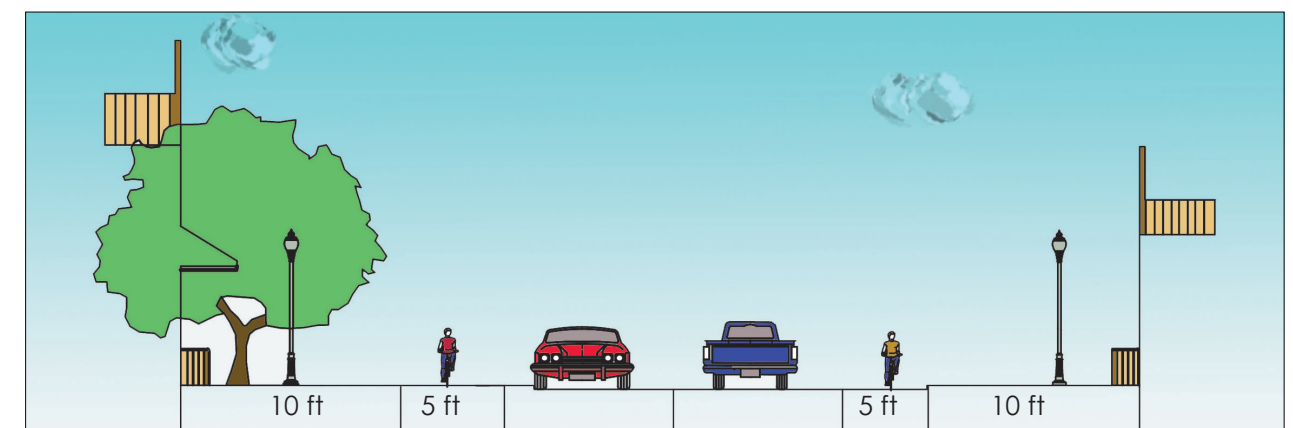
## STREET TYPES



**Street Type A:** Calavaras Boulevard Section with sidewalks and no bike lanes



**Street Type B:** Section with narrow sidewalks and bike lanes



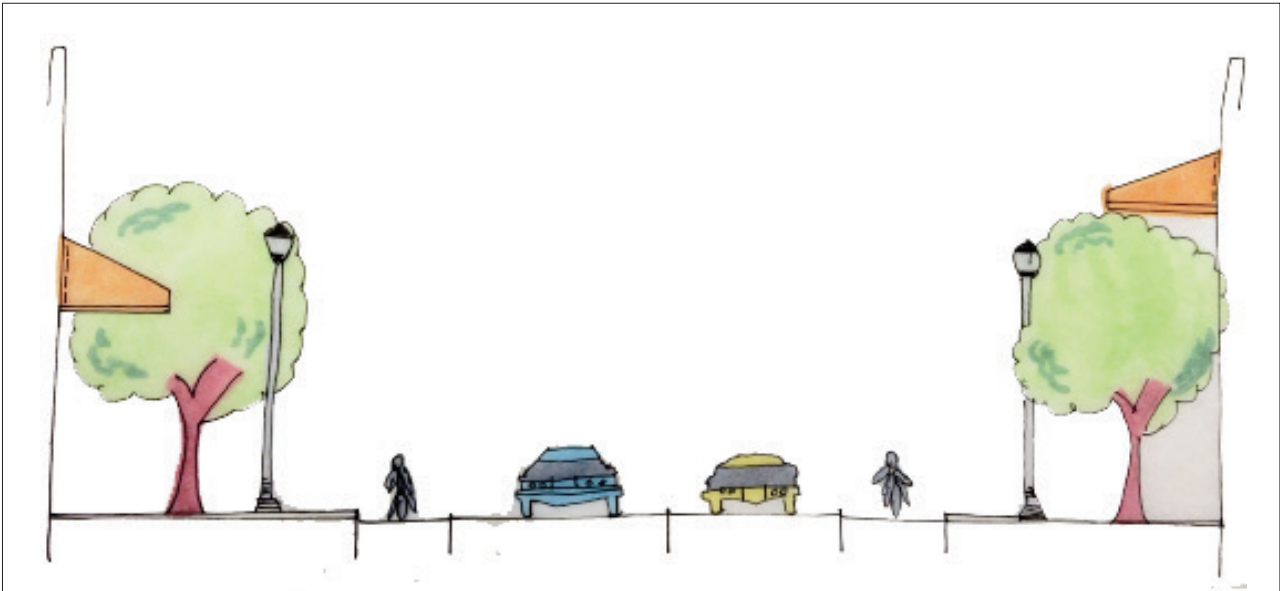
**Street Type C:** Main Street Section with bike lanes and wide sidewalks



# SIGNATURE SECTOR

## Restaurant Row: Main and Serra

Restaurant Row features an outdoor concert and festival stage, open space, and restaurants that cater to the cultural demographics of the region. Main Street will become a true downtown area. Trees will create a canopy over the street and the atmosphere will be very pedestrian-friendly. The stage is the visual landmark of the street and is visible from Serra. Concerts and festivals will utilize the stage and open space in order to create a strong community. The restaurants will support local and small businesses. Milpitas attracts many visitors that attend religious services on Sundays and in order to retain them in the city, Restaurant Row will be a desired destination.







Main Street and the "Restaurant Row".



A view along the Restaurant Row in Main Street, portraying its atmosphere of one of the many plazas, the street activity and landscaping.

Looking East along Serra Way, showing the plaza and the stage as the gateway into the area and to the Restaurant Row at Main Street.





Page intentionally left blank